

CHEMIST & DRUGGIST

the newsweekly for pharmacy

a Benn publication

September 10 1983

**uffield to
investigate
the practice
of pharmacy**

**ost-1980'
contractors
fight clawback**

**uild jubilee:
some milestones
in a sixty
year journey**

**personal view
of the UKCPA**

**hemex '83
review**

**Contraceptives
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COMMENT

Shelf analysis?

The announcement (p408) that the Nuffield Foundation is to undertake an inquiry into "the present and future structure of the practice of pharmacy in its several branches" will probably leave younger members of the profession saying "About time" — and many members with longer memories saying "Here we go again." C&D's reaction is more along the lines of "Better luck this time."

There have been so many reports over the years. Some have had a profound influence — such as the Noel Hall report on hospital pharmacy mentioned in our Guild anniversary articles this week — but the vast majority seem to have been approved (occasionally rejected) and then left to gather dust on the shelves of the Pharmaceutical Society or other sponsoring body. They see the light of day only when some later working party or committee of inquiry seeks a foundation for its deliberations.

Why? Probably because most reports set out ideals that do not measure up to the expectations of the profession, or the public, or the government of the day — or even the realities of the world in which the profession is practised. Reference back to some reports and the debate upon them makes depressing reading. For example, the 1963 report of the Committee on the General Practice of Pharmacy had proposals for the limitation of pharmacies (opposed by the Branch Representatives in the form put), for collection and delivery services in outlying areas, control over the standards of premises, and provision of a 24-hour service.

Nearly a decade later the Linstead report was rejecting the idea that the NHS contract should be with pharmacists rather than proprietors — a decision LPC representatives fully supported while being highly critical of many of Sir Hugh's other proposals.

In the present context, a noteworthy remark at that LPC meeting came from

Sir Hugh himself who said it was no good asking the Government to legislate on a "pharmaceutical" inquiry — and he did not believe it would be possible for pharmacy to give evidence to a Government inquiry "even if it were set up tomorrow." Presumably the latter remark was a politician's (Sir Hugh was one of the profession's few MPs) reaction to the lack of any universal opinion within pharmacy about the direction to be taken. Whether the profession has become any more of one mind over another decade we would doubt — judging by the different lines taken by its various organisations and opinions expressed by the "grass roots."

But at least the Nuffield inquiry has the advantage of being both "independent" and Government-encouraged — indeed, it seems to stem from the mooted DHSS inquiry which is not now expected. Its findings may therefore find more favour in Whitehall than previous reports which must often have looked like a highly-trained profession looking for a role.

And that will be the major problem for the Nuffield committee to overcome too. It is no good looking at the training to see how it can be used — the needs of the patient and consumer must be the starting point and it should then become obvious what kind of legislative and financial support is required for the pharmacist to fulfill those needs.

And, most importantly, the committee must look at its proposals in the light of extra-professional trends, such as shopping habits, transport, health centres and computerisation. Then it may be able to answer the fundamental questions of what services the profession is now providing that may soon be lost; what the profession *should* be doing but is stopped by time, money and other outside pressures; and what the profession *could* be doing but is unable to for reasons of training or legislation.

But if Nuffield produces the answers — please let us ensure its report is not another candidate for the library shelves.

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Nuffield to investigate pharmacy practice

The Nuffield Foundation has set up a committee of inquiry into pharmacy under the chairmanship of Sir Kenneth Clucas, former permanent secretary at the Department of Trade. Its terms of reference are: "To consider the present and future structure of the practice of pharmacy in its several branches and its potential contribution to health care and to review the education and training of pharmacists."

Nine other people, including two former presidents of the Pharmaceutical Society have so far accepted places on the committee: a maximum of three other nominees are expected to take up places.

Nuffield Foundation director, Mr James Cornford, told *C&D* the committee is expected to report in 18-24 months. The decision to proceed with the inquiry had been taken by the trustees on receipt of a preliminary report by Dr D. Garnet Davey, former research director, pharmaceutical division, Imperial Chemical Industries. Dr Davey was asked: "Is a pharmacy inquiry timely, sensible and useful?" His reply was "Yes," Mr Cornford said.

The inquiry has been prompted by a similar one: "Dental Education." The Foundation believes there is a feeling within the profession and among those connected with its work, that there needs to be fresh and independent look at the way pharmacy is practised in Britain; the part it can and should pay in health care, and in consequence the education and training that should be given to

pharmacists.

The members of the committee include:

Mr J.C. Bloomfield (past president, Pharmaceutical Society),
Mr W. Martindale Darling (chairman, South Tyneside Health Authority and past president, Pharmaceutical Society),
Dr F. Fish (dean, University of London School of Pharmacy),
Professor A.T. Florence (department of pharmaceutical chemistry, University of Strathclyde),
Professor D.G. Grahame-Smith (department of clinical pharmacology, University of Oxford),
Miss Rosemary McRobert (deputy director, Consumers Association),
Dr P.R. Noyce (DPhO, Camden),
Mr B. Silverman (director, professional services, Boots Co plc),
Professor D.W. Vere (department of therapeutics, The London Hospital).

BDA comment

British Dental Association secretary Mr R.B. Allen says the Nuffield Foundation report, "Dental Education," contained no dramatic conclusions but lots of useful information. It has been used by the BDA as a reference source in negotiations with Government.

Mr Allen says that because Nuffield is very jealous of its reputation for independence and objectivity its reports are impartial and authoritative. "Nothing but good can come out of this pharmacy inquiry," says Mr Allen.

Osmosin withdrawn temporarily

Merck Sharp & Dohme are temporarily discontinuing sale of their anti-arthritis, Osmosin, in the UK, West Germany and five other countries. The withdrawal follows reports (*C&D* August 20) that the Committee on Safety of Medicines has received "a substantial number" of yellow card reports of adverse reactions (around 200 up to August). Over 400,000 prescriptions have been written for it.

The company insist that the move was initiated by them, in cooperation with the licensing authorities, "in order to allay any public concern that might exist." A company spokesman admitted they were playing it very carefully in the light of the Open affair.

"It is our belief that the public have

been unduly alarmed by the publicity associated with this product. While we are confident that these discussions with the authorities will put the matter in perspective, we are unable to allow a situation to continue where those members of the public who suffer from rheumatological diseases have the added burden of constant worry."

October review

MSD are meeting with the licensing authorities in October to review the situation.

Letters have been sent out to pharmacists, doctors and wholesalers appraising them of action to be taken. Pharmacists are asked to tell patients who have prescriptions for Osmosin to return to the doctor. No recall notice has been issued, but MSD point out that normal returns procedure can be used by those who wish to clear unused stock.

Food label claims to be regulated

Proposals for new food labelling Regulations, issued last week, control the nutritional, medicinal and dietary claims that can be made for foods.

The Regulations, to be made under the Food and Drugs Act 1955, would allow claims that a food will prevent vitamin and mineral deficiency, dental caries and constipation. The proposals stipulate those vitamins and minerals for which claims may be made and the amounts that must be included before food can be claimed a rich source of vitamins or minerals.

The new Regulations would prohibit claims that a food produces more energy than another or is a good source of energy. Also banned would be claims relating to the presence or absence of cholesterol, and claims relating to polyunsaturated fatty acids must not be suggested that foods containing them are beneficial to health.

Tonic claims for foods would still be prohibited, although the name "tonic wine" could be used providing there was a clear statement that: "The name 'tonic wine' does not imply health giving or medicinal properties." No recommendation on dosage should appear in the labelling or advertising of the drink.

The proposals take account of the British Diabetic Association's new guidelines on the dietary management of diabetes. Foods claiming to be suitable for diabetics must not have a higher energy content or fat content than similar ordinary foods. If the food contains carbohydrate, the labelling or advertising must not suggest that it does not contain sugar. Other requirements are laid down for the labelling of diabetic foods containing fructose, sorbitol, maltitol or xylitol.

Slimming claims

Under a section on "slimming claims," the requirements for a "low energy" food are retained, ie the food must not have an energy value of more than 40 calories per 100g, but the requirement for a claim that a food has a reduced energy value would be three-quarters rather than two-thirds that of the same quantity of an unmodified food.

Copies of the proposals are available from the Ministry of Agriculture, Fisheries and Food, standards division, room 426, Great Westminster House, Horseferry Road, London SW1P 2AE. Comments should be sent to arrive by December 2. It is proposed that the Regulations should come fully into effect on January 1, 1986.

Chemist & Druggist 10 September 1983

'Post-1980' contractors fight clawback

The Post-1980 Contractors Committee has been set up this week to represent the interests of pharmacists who have entered into NHS contracts since October 1980. Its first action was to initiate legal moves to get a High Court injunction to stop the Pharmaceutical Services Negotiating Committee and the Department of Health clawing back discount from their members.

Founder members meeting on Sunday at the Burn Bullock public house, Mitcham, were representative of 83 contractors concentrated particularly in Wales, the South West and the Home Counties. Those unable to attend the meeting had given their support through a proxy to any action deemed necessary, including legal action.

£20 contributions call

Contractors are asked to contribute £20 per pharmacy in support of the legal action now being taken, and to send it to treasurer Stuart Powell, 8 Commercial Street, Pontnewydd, Cymbran, Gwent.

Peter R. Hulme (37 Sherwell Valley Road, Chelston, Torquay) has been elected chairman and John Barnes (255 London Road, Mitcham, Surrey) has been elected secretary. Mr Barnes is also chairman of the Association of New Pharmacies. However, the founder members of the new community are anxious to establish their autonomy and say the two organisations will pursue separate goals.

Mr Hulme is to write to both the Prime Minister and the National Pharmaceutical Association to acquaint them with the committee's views and to enlist the support of the former, as a protagonist of small businessmen, and of the latter, as the representative trade organisation. Individual new contractors are asked to write to their MPs.



Chairman of the Post-1980 Contractors Committee, Peter Hulme (left), pictured with secretary John Barnes (centre) and treasurer Stuart Powell

Additionally chairman Peter Hulme urged any established contractor who is dissatisfied with past and present discount levels to write to him, as well as to their MP. Mr Hulme hopes to discover whether there is support from contractors for broader-based action: another meeting could be called if necessary.



"I'd like to put the cake under the Minister for Health as his emergency payment"

The mood of the Sundays' meeting was one of "anger, frustration and disgust," in the words of Mr Jim Patel, of London, at the recent performance of the Pharmaceutical Services Negotiating Committee. Those present were not happy with reports in the pharmaceutical Press (August 20) about the action of PSNC was likely to take on behalf of new contractors who sent in photocopies of their monthly payment advice forms (FP34B). In particular, the *Pharmaceutical Journal* had reported: "The Department (of Health) is said to be concerned on the grounds of equity that new contractors should not pick up old contractors' debts. "Individuals said that personal contact with both the Department and PSNC executives suggested that little could or would be done for them. The feeling of the meeting was that the reports may have dissuaded new contractors from protesting more vigorously and effectively.

PSNC action

At its meeting last week PSNC resolved that: "The PSNC office continue to collect information from new contractors with a view to representations being made to the DHSS that repayments be made to them on an individual basis provided that there would be no detriment to other contractors."

A PSNC spokesman said that to date "approaching 200 new contractors" have sent in FP34B details. He would not comment on the formation and activities of the Post-1980 Contractors Committee.

RDC decisions: one 'for', one 'against'

The Rural Dispensing Committee has refused outline consent to a pharmacy group, Demnox, who had applied to open up in the village of Great Lumley, co Durham. The company has 14 days in which to lodge an appeal with the Secretary for Social Services.

The RDC decision on August 25 will have been taken on the grounds that a

pharmacy in Great Lumley would prejudice the provision of the existing medical service to the 3,000 population. The area was already considered to be rural in character by the Family Practitioner Committee. The dispensing doctor partnership that would be affected if a pharmacy opened up is between Dr R. Featherstone and Dr. P. Robertson.

Considerable local opposition to the pharmacy was voiced by a local residents group, the Community Health Council and the parish council. Demnox director, Mr J. Snowdon told *C&D* this opposition had "taken them by surprise."

Pharmacist successful

Another pharmacist, Mr Tom Stafford of Mudeford, Dorset was successful at the same RDC meeting in getting outline consent to open up a pharmacy in the Ashley Heath district, West of Ringwood, Dorset.

Secretary to Dorset Local Pharmaceutical Committee, Mr T.M. Shipp, says the area was already designated rural in character and that no dispensing doctor patients were affected by the proposal.

'Shuttle' protest

Southend Community Health Council is likely to voice its concern to the local Press about the voluntary collection and delivery service being operated in Great Wakering (*C&D*, April 19, p601), if a satisfactory response is not forthcoming from the dispensing doctors practice.

The CHC last month wrote to the doctors pointing out one or two worrying aspects of the voluntary service being operated from outside the Great Wakering health centre, saying the service was being abused. Mr Lawrence Collin, the local pharmacist, had made available to them various case histories which, he believes, make clear the dangers inherent in its use.

At the CHC meeting later this month, secretary Miss L. Aplin, says they may well decide to write to the Press if the doctors do not reply to their letter.

From next month, the vacuum flask market is in for a big shake-up.

Starting October 13th, Aladdin is supporting its unique range of products with the biggest promotion this market sector has ever seen.

Three thirty-second TV commercials will go on the air in the London, Yorkshire and Tyne-Tees areas.

(Four out of every five housewives will see them an average of five times each.)

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M&B discontinue 'first' sulphonamide

"The product licence for M&B 693 expired on August 31 and will not be renewed, and the product must therefore be considered to be discontinued."

M&B 693 (sulphapyridine) will be familiar to older pharmacists as the first sulphonamide to be used as an antibacterial. The acceptance of its specificity against *Pneumococcus* in 1938 marked the beginning of rapid advances in chemotherapy.

The drug was first synthesised in 1937 in May & Baker research laboratories as a result of one of the earliest programmes of large scale speculative research by a pharmaceutical company.

Guide to drug trial injury compensation

Guidelines on compensation to patients for injuries attributable to medicines in clinical trials, have been circulated by the Association of the British Pharmaceutical Industry to member companies.

The guidelines, published in last week's *British Medical Journal*, urge companies to consider compensating for personal injury including death — without negligence having to be proved against the company. Compensation should be for more serious injury of enduring and disabling character, not for temporary pain or discomfort, rashes and other curable conditions, it is recommended.

The guidelines do not apply to so-called phase 1 trials involving healthy volunteers, for whom separate guidelines already exist. Neither do they apply to trials on marketed products except where they are tested for unauthorised indications.

Compensation should not be paid where there has been significant departure from the agreed protocol or where a third party is at fault, including a doctor's failure to deal adequately with an adverse reaction.

No compensation should be expected

Generic price reductions

We now understand that the table provided to us for publication on August 20, p273 by the Pharmaceutical Services

Preparation	DT pack size	Current price	% Reduc	DT special price	Any action necessary
Ampicillin 250mg caps	100	£3.41	25	£2.56/100	Delete "C" Insert "S"
Codeine Linctus	2L	£7.24	10	£6.52	Delete "A" Insert "S"
Diazepam 10mg tabs	500	£10.48	60	£3.10/500	
Magnesium Trisilicate mix.	2L	No price reduction			
Oxytetracycline 250mg tabs	1000	£9.60	15	£8.16/1000	Delete "A" Insert "S"
Pholcodine Linctus	500ml	£1.46	10	£1.31	Delete "A" Insert "S"

New Drug Tariff prices effective October 1

for failure of a trial medicine to work: this includes failure of a vaccine or contraceptive. The amount paid should be appropriate to the nature, severity and persistence of the injury. However, such compensation may be abated or in certain circumstances excluded in the light of the following: the seriousness of the disease being treated, the degree of probability that adverse reactions will occur and any warnings given; the hazards of established treatments relative to those known or suspected for the trial medicine, and the availability and relative efficacy of alternative treatments.

Tablident for solid dose identification

Tablident, to be introduced next month by Edwin Burgess Ltd, is a new method of identifying tablets and capsules.

It consists of a portable plastic V-shaped device which is used to give accurate readings of the size and thickness of tablets or capsules slotted into the "V." This information, together with details of shape, colour and scoring or other markings is translated into a code number which can be looked up in a computer printout giving brand name, generic name, strength and name of the manufacturer. The printout will be updated every three months.

The system contains over 2,500 listings out of a possible 4,000-6,000 licensed solid dose medicines available in the UK.

The annual subscription is £200; discount price to hospital pharmacies and other NHS departments (£150). For an extra charge, cross-reference directories are available enabling the user to locate for example, all the manufacturers of a particular drug. A 10 per cent discount is available to those manufacturers who have contributed their medicines for listing.

■ **Mr Ashwin Tanna** has now got 1,200 signatures on his petition on supermarket pharmacies (*C&D* August 27 p321). He says the public seem much more enthusiastic than his fellow pharmacists.

■ A call for the establishment of a state owned section of the pharmaceutical industry will be made at the Liberal assembly in Harrogate on September 21.

Negotiating Committee had not been fully updated. We apologise to our readers and publish the corrections below.

Tributes to D.A. Norton



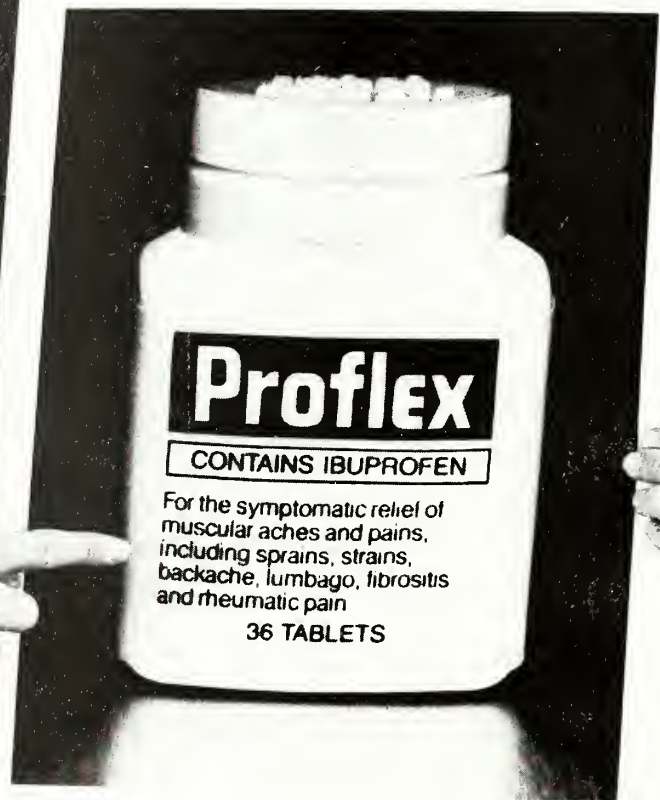
Professor D.A. Norton, BSc, FPS, FIBiol, MCPP, ACT(Birm), of "Bardswood", Perrymead, Bath, who died last week, was president of the Institute of Pharmacy Management International and former head of the school of pharmacy, University of Bath. Professor R. T. Parfitt, head of the school of pharmacy and pharmacology, University of Bath, writes on behalf of its members:

The death of Professor D.A. Norton, affectionately known to all as "Dan," marks the passing of the most evolutionary era of pharmaceutical education in the West Country since the foundation of the Bath and West of England College of Chemistry and Pharmacy in 1907. In a few short paragraphs it is not possible to attempt to estimate the contribution made by "Dan" to the school at Bath, but it is enough to state that for a quarter of a century his name was synonymous with that of the school. He was appointed in 1955 head of the school of pharmacy at Bristol College of Technology, the successor of the original Bath school. He took the school back to Bath in 1968 following its transformation as a school within the new Bath University of Technology and became foundation professor of pharmacy. "Dan" served as head of the school until 1973 and, following in rotation, again from 1979 until his retirement in 1981, when the University appointed him emeritus professor. He was intimately involved in the transition from College to University and his great talent as an educational administrator helped to set the firm foundations and reputation of the present University. His contributions to major University committees combined sound judgment, wisdom, humanity and an eloquent statement of his case. All this was peppered by his own dry brand of humour. He did not neglect the social side of University life and as past chairman of the senior common room he fought tenaciously to establish a facility that has

Continued on p413

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FOR BACK PAIN

Continued from p411

become the envy of many other institutions.

The school of pharmacy and pharmacology was also a beneficiary of these talents. He was closely involved in the development of both the BPharm and BSc (Pharmacology) degree courses and, in addition, he promoted research within the school. His own special research area was the formulation and preservation of ophthalmic preparations. A keen interest in the activities of the school continued after his retirement. One indication of "Dan's" popularity over the years was an attendance of over 300 at a valedictory evening arranged in his honour at the University in July 1981 on the occasion of his retirement. In December 1982 it was our pleasure to see "Dan" at the school's 75th anniversary dinner, when he spoke forthrightly, with vigour and concern for the future of pharmaceutical education and the profession.

He was in great demand by government departments, professional societies and industry to act in a consultative or committee member capacity. He was a founder member and president of the Institute of Pharmacy Management and played a leading role in local branch activities, serving as chairman of the Bath and District Branch of the Society on two occasions. Since 1938 he had been a member of the St John Ambulance Brigade, serving ultimately as commissioner.

Those of us who knew "Dan" Norton as a friend and colleague were privileged, and those pharmacists who received their education through him were fortunate indeed. "Dan" will be missed by so many, and the school at Bath has lost his wise counsel.

Our deepest sympathy is extended to Barbara, his devoted wife, and their sons Roger and Andrew and daughter-in-law, Karen.

Stanley Durham, secretary Institute of Pharmacy Management International, writes: Professor Norton was president of the Institute of Pharmacy Management International for several years, up to the time of his death. In his typically quiet way he participated willingly and effectively in Institute activities and placed his wide experience and personal qualities and capabilities at the service of all members.

We had all been hoping that he would recover from the serious illness that he had endured for many months; and while we all have a sense of personal loss, we may come to feel that his death has been a merciful release from pain and suffering. We shall not forget him or all the help, co-operation and encouragement he so willingly gave us. Our sincere and deep sympathy goes to his wife Barbara and family.

Mervy Madge, secretary of Plymouth Branch of the Pharmaceutical Society, writes: May I be permitted to pay respects to "Dan" Norton, not only on behalf of

TOPICAL REFLECTIONS

By Xrayser

Boots and all

There have been times when my advocacy of Boots as an example (for example), which a good many independent pharmacists might reasonably copy so far as dispensary and medicine sales layouts were concerned, might have earned me the title "Boots lover." This was reinforced when I made suggestions about NPA and Unichem joining them in a concerted launch of a truly pharmacy-only range of products. I suppose in my heart I know, as do you all, that this is sad wishful thinking — but it seemed worth putting into words a hope for presentation of one front to the world of commerce where *other* retailers represent our greatest threat.

Plainly this foolishness is exposed. Boots — not "the chemists," despite the title, but the most successful of department stores — are governed by the hard brass rules of trading. A monopoly must be maintained by whatever devices may be practical. We have moved far away from the small private enterprise situation which might have applied in the past, and which is in name the stated object of this Government.

Microcosm

Last week's *C&D* report from Edinburgh shows us in microcosm the pattern of pressures which bear on us. A new shopping development half-a-mile from an existing estate business. A big development with 30 shops, which by the nature of things will present an overwhelming attraction to shoppers, by reason of the variety of retailers offering wares.

Inevitably the smaller parades will see a reduction in the volume of business. The retail chemist in such a site will be no better off than anyone else and would normally have three choices: either to stay put, close now, or move into the centre himself. But Boots have told the developers they won't open if there are more pharmacies (Safeway are also involved). So Mr McKenzie from the estate is prevented from moving in, won't be able to sell an ailing business and faces

the Plymouth Branch, but many other colleagues in the West Country. He was a great friend to this branch providing and encouraging the many links between it and Bath University school of pharmacy. Nothing was too much trouble and his keenness and interest was expressed on his welcome visits to lecture.

He was a pharmacist with all that that

the prospect of hanging on, getting poorer all the time (no profits from dispensing for the next five months like the rest of us), or getting out now.

Yet underlying all this unhappiness is the picture we hold of the traditional pharmacy. A store or bazaar selling such a variety of complex objects as to defy description, which originally were offered to supplement the earnings from the purely pharmaceutical activities for which we were trained. The logic of this trading development was simple enough, since it derived from the larger-scale manufacture of the products we used to make and market ourselves. The logic of keeping them was simply one of bigger profits from bigger sales of nationally-advertised goods at first, and then as NHS contract terms became more difficult, as an insurance against total dependence on one government paymaster.

This logic, and its commercial consequences in the free enterprise system, have brought us to a situation where companies have become enormously powerful. It ceases to be easy for those in charge to make simple ethical decisions when the scale of their operations pushes them to act to protect what they have. Size does not always benefit the community either, because it is arguable whether the big town developments *have* in fact improved the quality of community life.

But we let it happen. We did not want any limitation of size or development placed on us. We maintained our right to form companies and groups, and to sell them to anyone we liked. We never saw the need to discipline ourselves to maintain, a priori, a first-class pharmaceutical service when and where it was needed, and allowed the Society which bears our name to become an academic rubber stamp whose ink ran out years ago.

The fight back has begun in a faltering fashion, through some of the mechanisms we seek to use are unreal. Like trying to limit new openings by withholding the basic practice allowance. Its punitive alright, but sidesteps the real issue, which is how we are to achieve a proper distribution of pharmaceutical services to the community and retain — or win — a proper respect for the pharmacists who give it.

name implies and his outlook on the nature of pharmacy laid the foundation of the careers of many pharmacists. He nurtured the growth of Bath University school of pharmacy and it is a fitting and lasting tribute to "Dan" Norton.

Our sincere sympathy is expressed to his wife Barbara who ably supported him. We mourn his passing.

PRESCRIPTION SPECIALITIES

Tambocor tablets and injection

Tambocor (flecainide) a new antiarrhythmic, will be available from September 19.

Presented as injection and tablets Tambocor is indicated for the treatment of a variety of tachyarrhythmias, notably those arising in the ventricles and the junction between atria and ventricles. Treatment is to be initiated by hospital specialists.

Flecainide is a class 1c antiarrhythmic and delays the rapid influx of sodium ions into the conducting cell during depolarisation. This slows the rate of cell depolarisation and consequently reduces the rate of conduction of an impulse through the heart.

Flecainide has a half-life of approximately 20 hours, thus twice-daily administration should be sufficient to maintain adequate blood levels. Tambocor injection may be used for rapid control of arrhythmia. Data sheet next week. *Riker Laboratories, Morley Street, Loughborough, Leics LE11 1EP.*

Meterfollic and Meterfer tablets

Branded generic presentations of ferrous fumarate and ferrous fumarate with folic acid are available from Sinclair Pharmaceuticals. Meterfer (30 tablets £0.45, 100 tablets £1.50, 500 tablets £7.00 all prices trade) contain ferrous fumarate equivalent to 100mg ferrous iron and are presented as blue film-coated tablets engraved "Meterfer." Meterfollic tablets (30 tablets £0.46, 100 £1.53, 500 tablets £7.65 all prices trade) which are grey film-coated tablets engraved "Meterfollic" contain ferrous fumarate equivalent to 100mg ferrous iron and 350 micrograms folic acid. *Sinclair Pharmaceuticals Ltd, Borough Road, Godalming, Surrey GU7 2AB.*

Suprol capsules

Manufacturer Ortho-Cilag

Pharmaceutical Ltd, PO Box 79, Saunderton, High Wycombe, Bucks

Description Size 1 hard gelatin capsules with an ivory body and green cap. Each capsule contains 200mg sutoprofen (INN-sutoprofen), a substituted aryl-acetic acid

Indications Treatment of mild to moderate pain associated with musculo-skeletal pain, post partum episiotomy pain, post operative pain following

general surgery, post operative dental pain and pain in osteoarthritis or rheumatoid arthritis and dysmenorrhoea
Dosage 200mg three or four times a day

Further information Suprol produces significant analgesia within half an hour and maximum analgesia in 1-2 hours following oral administration. The duration is generally 4-6 hours. Food, and to a lesser extent milk, in the gastrointestinal tract, appears to reduce the rate of absorption and lower peak plasma levels of the drug. However, the extent of absorption is only slightly reduced by food and unaffected by milk. Concomitant administration with antacids does not reduce bioavailability
Contraindications, warnings etc Should not be used in patients with sensitivity reactions to salicylates or other non-steroidal anti-inflammatory drugs. Peptic ulceration is rarely reported, patients with a history of peptic ulcerations should be closely observed. Should not be given to patients with diagnosed gastrointestinal ulcers. Suprol has been shown to inhibit platelet aggregation and template bleeding time *in vivo* but the effect begins to normalise within 4 hours approaching normal within 24 hours after the last dose. *In vitro* binding of warfarin, diphenylhydantoin and tolbutamide to human plasma proteins is unaffected. But patients with coagulation disorders and those stabilised on warfarin should be closely monitored. Sutoprofen is predominantly eliminated by the kidneys and should be used with caution in patients with impaired renal function. Those on long term therapy should be monitored and may require lower doses. Should be used with caution in those with

fluid retention, heart failure or hypertension. Safety not evaluated in pregnancy or children. Small quantities excreted in breast milk

Side effects Most frequent side effects include nausea, dyspepsia, gastrointestinal distress and diarrhoea. Headache, dizziness, sedation, fluid retention and rash were reported less frequently

Pharmaceutical precautions Protect from light

Packs 100 (£11.55 trade)

Supply restrictions Prescription only

Issued September 1983

Sinutab goes national

Sinutab, a Pharmacy only cough and cold remedy, from Warner Lambert, is now on full national distribution after being available only in the Yorkshire TV region. Packs of 30 tablets are in outers of six (£6.21 trade) the packs of 15 remain in outers of 12 (£7.44 trade). Retail prices are unchanged. *Warner-Lambert Health Care, Southampton Road, Eastleigh, Hampshire SO5 5RY.*

Azamune tablets

Penn Pharmaceuticals have introduced a branded generic presentation of azathioprine. Azamune tablets contain 50mg of azathioprine presented as pale yellow scored tablets. (100 tablets £35.10 trade). *Penn Pharmaceuticals Ltd, Buckingham House, Church Road, Penn, High Wycombe, Bucks HP10 8LN.*

COUNTERPOINTS

Hand cream update for Complete Care

Complete Care hand and nail cream is now available in redesigned 200ml bottles (£1.16) that look equally at home in the kitchen or bedroom, according to Crookes.

The cream's formulation has also been changed and is now "light, creamy, and easily absorbed." Existing variants are unchanged and for retailers outers of one dozen are available.

Crookes believe the repackaged Complete Care which is currently number four brand, they claim, will help oust Nulon from its number three position in the skin care market. To support the brand they are spending £750,000 on a regional television campaign which breaks in Autumn, and are running advertisements in the women's Press from November until February 1984.



Cream E45 — the dermatological cream — has also been updated and now comes in packs with "clean modern graphics." Both the 50g tube (£0.79) and 500g tub (£2.99) have been given a hygienic seal, though their formulation remains the same. They are available in outers of 12 cartons. Consumers will be offered an advisory leaflet on sensitive skins at POS. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham.*

COUNTER ATTACK!

Your counter is your profit centre.

Now Revlon's new approach helps you attack the problem of maximising your profitability.

The new counter and free standing units displayed below will be your major weapons in the battle.



There's a choice of 7 different units, with features, for maximum space efficiency and ease of inventory control.

But your success does not depend upon these new units alone.

Revlon's new approach supports you further with a 3 point programme:

- * Range of faster selling products at the right price points
- * One key promotion per month carefully selected for rapid sell-through
- * Specialised chemists salesforce to service our particular needs.

So don't just sit there - Counter attack!



REVLON

If you are interested in taking one of our exciting new units, please fill in this coupon and send it to:

Richard Lewis
General Sales Manager
Revlon International Corporation
86 Brook Street, London W1.

How many linear feet have you allocated to Cosmetics:.....

Name:.....

Store:.....

Address:.....

Telephone:..... Date:.....

TRIED AND TESTED ETHICAL

Here indeed, is a breakthrough in the relief of pain that every pharmacist will welcome.

For more than fourteen years, ibuprofen has been prescribed worldwide. It has been the drug of choice of many doctors for chronic rheumatic conditions and a variety of other painful conditions. It has been proved to be successful in the treatment of headache, migraine, period pain and dental pain. Its safety record is unrivalled. Its efficacy undisputed.

Now, because of its proven reliability, ibuprofen, under the brand name NUROFEN, has been granted a license for sale over the counter in pharmacies only.

Approved indications include the relief of:

**HEADACHE, MIGRAINE, COLDS AND FLU SYMPTOMS,
PERIOD PAIN, RHEUMATIC AND MUSCULAR PAIN,
BACKACHE, DENTAL PAIN.**

You can recommend NUROFEN to your customers safe in the knowledge that even in regular use, it is gentler on the stomach than aspirin, more effective in reducing inflammation than paracetamol and a highly efficient analgesic.

**NATIONAL TELEVISION LAUNCH
£1,400,000 IN 12 WEEKS**

Our imaginative TV commercial dramatising the medical breakthrough that brings NUROFEN to your customers will spearhead the launch this Autumn.

**THE BREAKTHROUGH THAT RELIEVES
LOCKED-IN PAIN**

That's the theme that sums up superbly the benefits of NUROFEN as a treatment not only for headaches but many kinds of locked-in-pain.

GOES OVER THE COUNTER

AUTHORITATIVE EDITORIAL BACK UP

The editors of the leading TV and RADIO STATIONS, NEWSPAPERS AND MAGAZINES are now being called to press conferences. Press coverage is assured for this important advance in self medication.

SUPERB PACKAGING AND DISPLAY

The silver pack with its target symbol reflects the modernity and sophistication of the product. Dignified eye catching display.

NUROFEN
A BREAKTHROUGH IN PAIN RELIEF



NUROFEN
A BREAKTHROUGH IN PAIN RELIEF



NUROFEN
A BREAKTHROUGH IN PAIN RELIEF



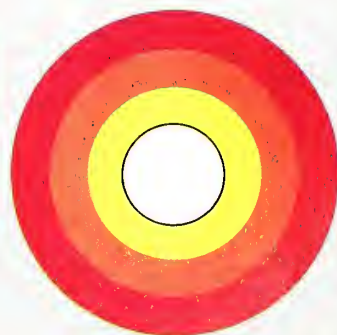
24 TABLETS

NUROFEN IS NOT ONLY A BREAKTHROUGH IN PAIN RELIEF, IT SYMBOLISES THE GROWING IMPORTANCE OF THE PHARMACIST IN COMMUNITY MEDICINE

Now customers will be asking you for new NUROFEN. You can recommend it confident in your experience of it's heritage as a safe, effective and fast acting analgesic.

NUROFEN
A BREAKTHROUGH IN PAIN RELIEF

Stocks available from your wholesaler or Crookes representative.



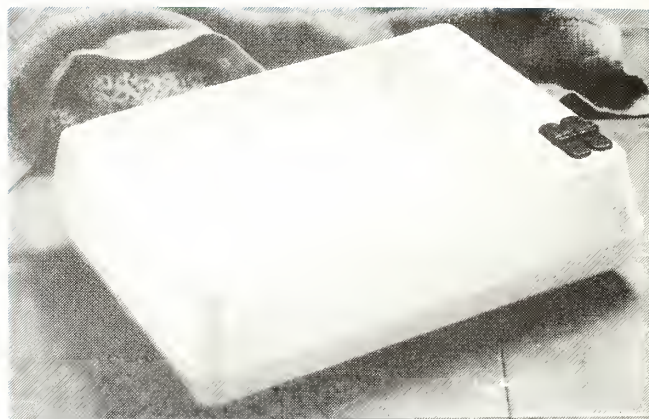
More personal care from Pifco

Four new personal care products featured in the Pifco 1983/84 catalogue are currently being launched. Building on the launch last Winter of the Pifco dry foot massager, the company is now launching a new massage footbath (retailing around £22-£28) which can be used with or without water.

The moulded footrests cradle both high and low arches and contain some 400 tiny "stimunodes" for an invigorating massage. Six control settings provide low or high heat, low or high massage or combinations of heat and massage. Styled in white with blue trim, the footbath has water level marks, and non-slip feet.

Pifco's speed curl hairstyling wand (srp £6) in grey and blue completes the image update given to the company's range of hairstylers. Speed curl styles, curls and straightens hair. It has a universal voltage and non-stick coated roller, swivel cord for tangle-free styling,

The new massage footbath with moulded footrests and six control settings.



heat ready dot and easy to hold handle with built-in stand.

The electronic digital bathroom scale (£28-£35), is battery powered by a 9v alkaline battery (not supplied) which is easily fitted and should last approximately one year. It switches on automatically as soon as weight is placed on it. The digital read-out is situated top centre of the scales which switches off automatically after use to give long battery life. Read-outs can be selected in either pounds or kilogrammes by means

of a conversion switch.

Finally the company has restyled the deep heat masager (£15-£19). Styling is now a white body with red trim and heat pad with beige applicators. The basic operation of the appliance remains unchanged. Two heat levers can be selected — medium with moderate vibration, or high with vigorous vibration. Five applicators are provided for face, body, muscle, scalp and general tonic treatment. *Pifco Ltd, Princess Street, Manchester M35 0HS.*

Orange and habibut pack offer

In addition to the launch of Afrazine menthol (see p425) this week, Kirby Warwick are offering six free packs of orange & halibut tablets (£1.45) with every 24 ordered. A special merchandising unit is available.

Trade deals on Optimine, Babysafe sterilising tablets and Tinaderm cream can be obtained through company representatives. *Kirby-Warwick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk.*

Streaking with Poly home hair kit

A home hair highlighting kit introduced into Germany three years ago is to be launched here this month as an addition to the Poly range.

Poly Hi-lights (£2.95) is a complete kit for those who want permanent blonde streaks. Packs comprise a plastic cap, brush hook, developing lotion, blinding powder, mixing dish and spatula, plastic gloves and an instruction leaflet. Colour photographs of the expected result and of the process leading to it are also featured, according to manufacturers of the Poly range Warner Lambert.

They believe the product will form the vanguard of the home hair highlighting

market and are to support the kit with a £200,000 advertising campaign in the leading women's Press including *True Romance*, *True Story* and *The Hair Book*. It is scheduled to run from mid November to Easter 1984. *Warner Lambert Health Care, Sonthampton Road, Eastleigh, Hampshire SO5 5RY.*

Lashes of mascara from Monteil

Germaine Monteil are launching Supercils mascara claimed to be easily applied, water resistant and quick drying.

Described as thickening and structuring lashes without using fibres, it is available in three shades: brown, blue and black for £4.95 (refill £3.50).

For their Autumn "looks" Monteil are introducing Les Shetlands comprising marmotte / miel dore for eye color duo; aubepine for color cream blush; no. 11 for color glow lipstick and polka for color glow lacquer.

Les Tweeds includes fougere royale / argent for eye color duo; rose bruyere for color powder blush; polka and mazurka for color glow lacquer.

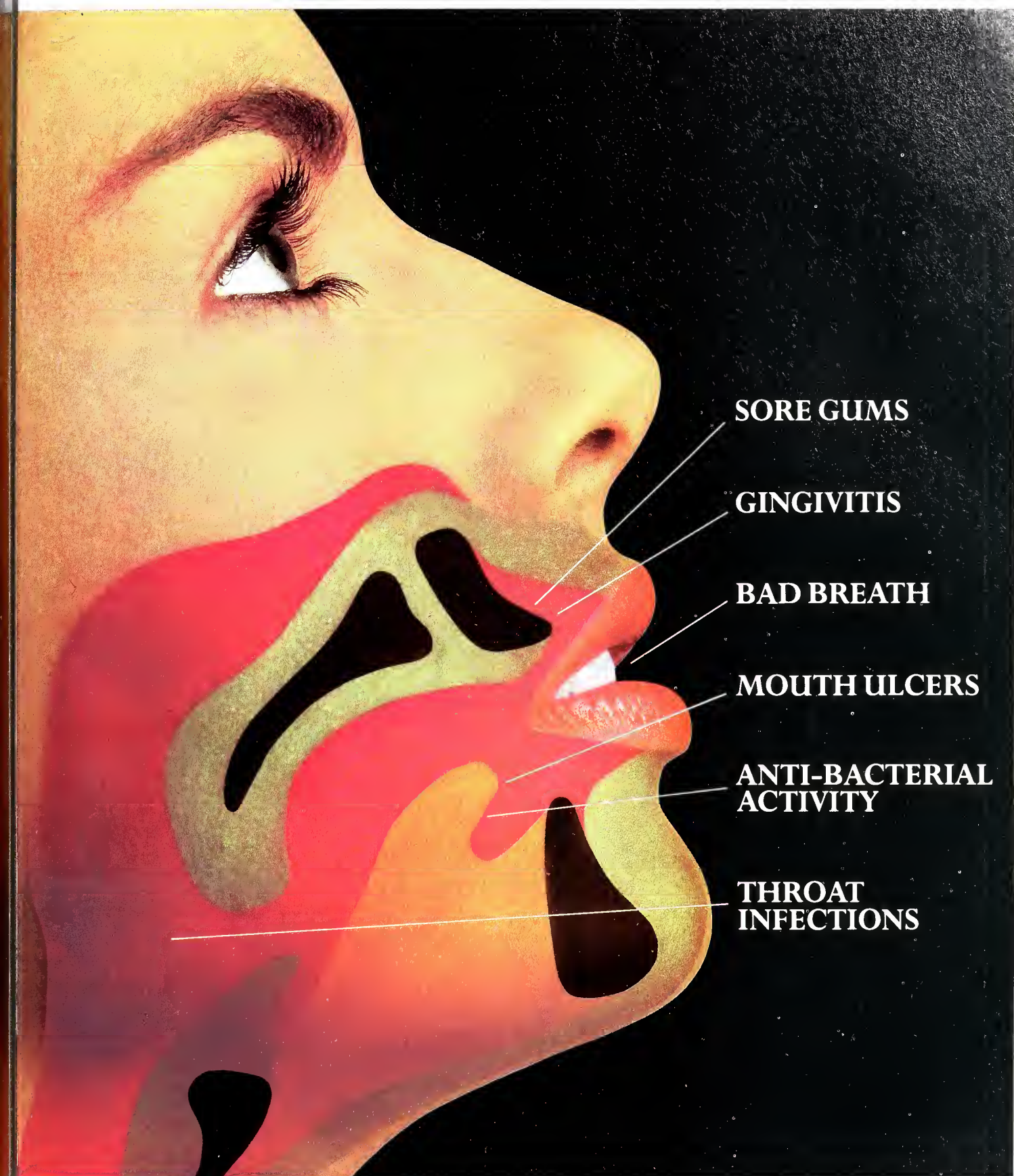
Les Velours has violette / bouton d'or for eye color duo; rose bruyere for color powder blush; no. 66 for color glow lipstick and mazurka for color glow lacquer. Retail prices are unchanged. *Germaine Monteil, St Georges House, St Georges Street, London W1.*

Glo'ing with L'Oreal colouring mousse

L'Oreal are launching a semi-permanent hair colourant — Color Glo colouring mousse — in ten shades. Beige blonde, tobacco, mahogany and plum highlight the hair while blonde, dark blonde, brown, light brown, warm brown and darkest brown "enliven the natural colour giving it more shine and radiance". *Golden Ltd, 30 Kensington Church Street, London W8.*

Agfa-Gevaert have widened the processing options for Agfachrome 200, their E6 compatible fast colour slide film. Agfachrome 200 is now available non-process paid in 'professional' packs, for professional photographers and amateur enthusiasts to process in their own darkrooms, or through a laboratory (36-exposure, £3.09). Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex TW8 9AX.





SORE GUMS

GINGIVITIS

BAD BREATH

MOUTH ULCERS

ANTI-BACTERIAL
ACTIVITY

THROAT
INFECTIONS

Oraldene* fights mouth and throat infections.

Oraldene contains hexetidine, active against a wide range of micro-organisms causing mouth ulcers, gingivitis, bad breath and throat infections. Oraldene is non-staining to teeth and gums. Prescribed by doctors, advised by dentists

and an excellent recommendation for the pharmacy.

Oraldene*
WARNER
THE MEDICAL MOUTHWASH

**WARNER
LAMBERT**

Data sheet available on request from Warner-Lambert (UK) Limited, Southampton Road, Eastleigh Hampshire SO5 5RY Tel. 0703 619791

*Trademark R83312

All Clear for dandruff with Octopirox

In a bid for brand leadership Elida Gibbs have re-formulated All Clear with an anti-dandruff ingredient claimed to be exclusive to the shampoo — Octopirox.

"Consumer tests show the new shampoo rating higher than conventional ZnPTO brands for key attributes like shiny hair," says the company who describe it as the first really effective anti-dandruff shampoo to leave hair in "even better condition."

Green and white packs are flashed "the full treatment anti-dandruff shampoo" and are colour coded



indicating the three variants — dry, greasy and normal. For the greasy variant a new perfume is introduced. Elida believe the shampoo is currently the number two brand with an 8 per cent share of the £100m market thanks to consistent advertising.

To support the relaunch a 12 month national television campaign worth £2m is scheduled for the end of the year. An introductory offer of free 75g packs banded with 150g and 250g packs is also available. *Elida Gibbs, PO Box 1DY, Portman Square, London W1A 1DY.*

Autumn Superbuys from ICML

The next Numark National promotion will run in-store from September 12-24.

Main Autumn Superbuys include Curly Snugglers, Farley rusks, Recital, Recital super blonde, Sunsilk hairspray, Style perms, Mulupa infant foods, Tendasoft Panty Pads (plus two free packs), Nivea creme and lotion, Sure anti-perspirant, Harmony colour, Pennywise, Lil-lets tampons and Signal toothpaste. All these products will be backed by advertising in *The Sun*, *Daily Express*, *Daily Mail*, *Sunday Post*, *Woman's Own*, selected local newspapers and on Ulster TV.

Other products listed in these

advertisements include Nulon hand cream, Marigold rubber gloves, Lotus nail polish remover, L'Oreal free style, Soft & Pure cotton wool, Wilkinson Sword handy disposable razors, Alberto Balsam conditioner (plus 25 per cent extra free), Alberto Balsam shampoo (plus 20 per cent extra free), Listermint antiseptic mouthwash and Foamy (plus 20 per cent extra value).

Optional extras included in the promotion are Lanacane, Rennie, Buttercup cough medicine, Buttercup sweets, Bonjela, Dentyne, Contac 400, KY jelly, Crookes one-a-day, Beechams powders hot lemon, Night Nurse, Day Nurse, Beechams powders capsules, Phensic, Sucrets, Venos, Mac medicated lozenges, Beechams powders, Beechams powders tablets and Anadin. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

Moody blue make-up

The Charlie "Rhythm and Blues" make-up collection from Revlon is available this month. It includes moody blue — a transparent silver-violet with shimmery pink highlights — available in extra shine lipstick (£1.75) and nail gleamer (£1.65). Raspberry comes as colourwear lipstick and nail gleamer and pink illusion as a glide-on lip gloss (£1.80).

There are two colourways in each of the split pan powdered and creamy rouge: cheeky cherry / silver flash and scarlet harlot (£2.25), and punk pink / silverfrost white / silverfrost plum and silverfrost pale blue in split pan eye shadow (£1.95). The eye glazes (£1.35) which complete the collection are fire opal and diamond dust. *Revlon International, 86 Brook Street, W1.*

St Moritz promotion

Last year 22,000 people entered Hermesetas' on-pack holiday competition, and the company expects an equally high response to their latest on-pack promotion — a Winter holiday for two in St Moritz, which is offered on special competition packs available through independent chemists.

The competition, offering a luxury holiday for two has been chosen to underline the brand's image as the "healthier way of life". It will be featured on Hermesetas two dispenser packs — the 300 pocket dispenser and Hermesetas 1200 tablet table-top dispenser. 100 runners-up will each receive a fondue set and there are 250 Slim and Trim Cookbooks as third prizes. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Unichem's OTC launch cares for coughs

Unichem are adding a dry cough linctus, chesty cough syrup and cold relief capsules to their range of OTC medical products.

The dry cough linctus (GSL) contains noscaphine hydrochloride 17mg and liquid glucose 8g in a 10ml dose (120ml, £1.20). The chesty cough syrup (GSL) is also in 120ml packs, £1.20 and contains guaiphenesin 100mg, liquid glucose 6.36g and treacle 2.7g in each 10ml dose. Packs for Pharmacy only cold relief capsules are 20s, £1.20: each capsule contains paracetamol 250mg, phenylpropanolamine hydrochloride 12.5mg and dextromethorphan hydrobromide 7.5mg.

Dozens of either product will be available to members at an introductory discount for members of £6.22 (normal trade price is £6.59 for members) until October 28. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*



Duplo Duck offer

Farley Health Products is running an on-pack promotion offering the Duplo Duck rattle teether by Lego at a "substantially" reduced price of £1.65.

The offer is available on family packs (18 rusks) of both the new Farley's low sugar and Original Rusks. Consumers are invited to send in £1.65 plus 30p p&p with 10 tokens from the special packs. There will be four tokens on the family pack and two on the large pack. The Original Rusks six pack will carry one token. The offer will be carried on more than 1½ million packs and will remain open until September 1984.

The Duplo Duck rattle teether is bright and attractive with funny faces and pieces that move around, slide up and down and rattle. It has easy grip handles and with its rounded edges is a very safe toy for a teething baby, say Farleys. *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

TAMPAX NOW SELL SHAMPOO

Tampax tampons are near the top of most women's shopping lists.

So if you don't have a good stock of the full range, the chances are they'll buy not only their Tampax, but also their shampoo and the rest of their shopping, elsewhere.

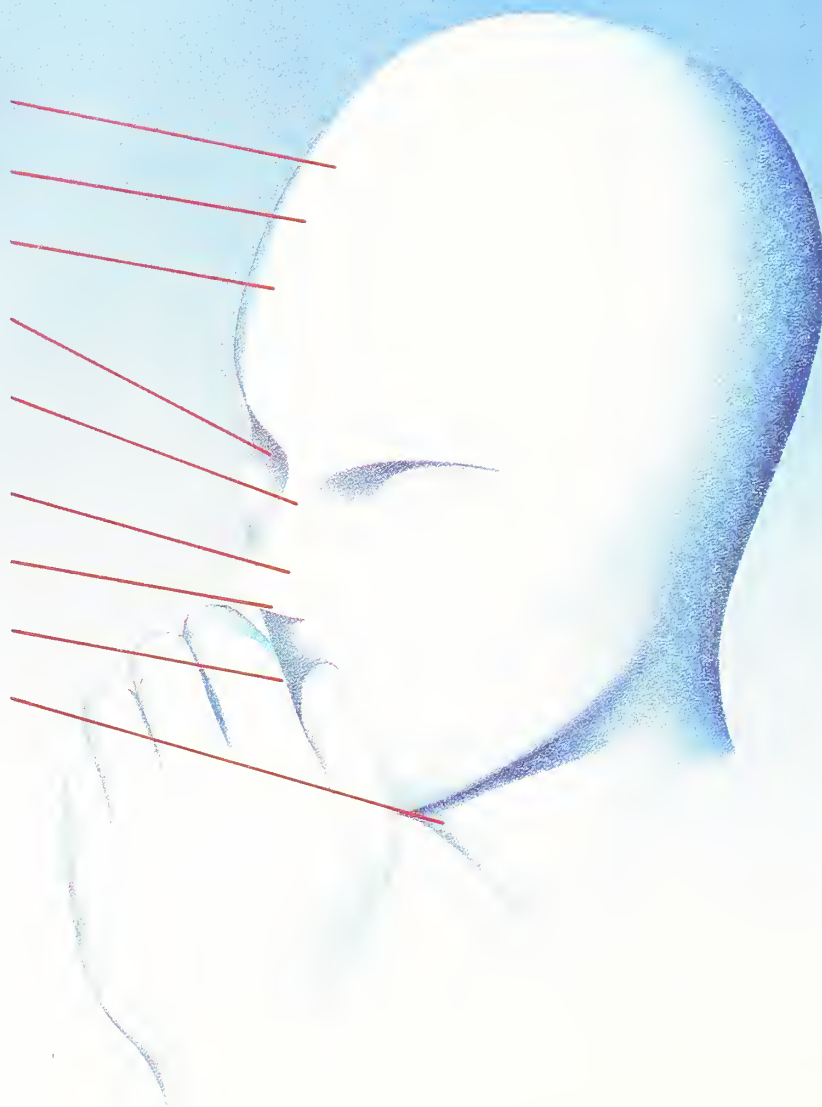
Which means you'll be missing out on sales of the largest brand in Health and Beauty Aids (outselling Head & Shoulders shampoo, Colgate toothpaste and Imperial Leather soap*). And sales of toiletries and cosmetics.

So make sure you keep a good shelf stock of Tampax Slender, Regular, Super and Super Plus.

Because if you sell Tampax tampons, Tampax tampons will sell for you.

Slender, Regular, Super and Super Plus Tampax tampons.

Fever
Headache
Aches and pains
Watery eyes
Nasal and
sinus congestion
Sneezing
Runny nose
Cough
Sore throat



A unique package of symptoms demands a unique package of relief

New Comtrex is a breakthrough from Bristol-Myers, one of the world's top ten pharmaceutical companies.

Comtrex is formulated to relieve all the major symptoms of coughs and colds and will receive full television advertising support.

Comtrex contains paracetamol to reduce headache, pain and fever; phenylpropanolamine HCl to clear sinuses and nasal passages and chlorpheniramine maleate which relieves sneezing and a runny nose with minimal sedative and gastro-intestinal side-effects.

With the highly effective antitussive, dextromethorphan HBr (selected as an alternative to codeine to reduce the risk of sedation), the Comtrex tablet adds up to a unique package of daytime relief. But Comtrex is also available in capsule and liquid form to suit your customers' needs at any time - day or night.



NEW

COMTREX*



BRISTOL-MYERS PHARMACARE*

COUNTERPOINTS

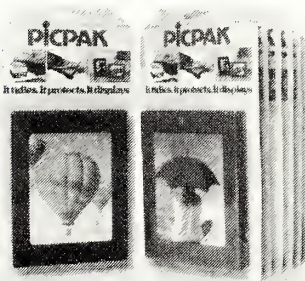
£¼m TV campaign for Picpak

Judges Ltd are introducing the Picpak system for the storage and display of photographic prints. The launch is to be supported by a £¼m television campaign.

Made of styrene with a clear viewing window, the red, black and white cassette-style Picpaks hold up to 36 prints, displaying one through the window. Externally the cassettes have the same measurements to ensure tidy stacking, but are differently sized inside — 13 by 9cm for 135, 35mm film prints and 11 by 9cm for 110/disc prints.

Photographs can be displayed in various ways — a back strut allows the cassette to stand up like a photo frame, vertically or horizontally or it can be hung on the wall.

Picpak (£2.25) comes in blister packs in outers of 36. Self supporting, they can



stand on a shelf or counter and hang on racks or on the 72-unit carousel stand. An introductory offer of a free stand on loan for each order of 72 cassettes is available.

Television support begins on December 26, and just before Christmas in Northern Ireland and Eire. Running for three weeks, the commercials will appear in the following regions: London, TVS, Central, Granada, Tyne Tees, Yorkshire and Harlech. *Judges Ltd, Picpak division, 1 Haddenham Road, Wilburton, Ely, Cambs.*

Robbins help kids to a 'Better Start'

Robbins Medical Supplies, who sell the Robbins Nurser expressing and feeding bottle for breast feeding mothers, are joining forces with the National Children's Home in a special project this Autumn.

NCH's "Better Start" project aims to raise £2,500 to cover the cost and erection of an "Action centre" play structure in the grounds of NCH's Bonner House single parent centre in Bourneville, Birmingham. Designed and produced by Town Art and Design, of Glasgow, the structure is to be made of seasoned, heavy-sectioned timber.

To raise the £2,500 Robbins will donate 25p for every specially flashed Robbins Nurser pack sold through chemists, and it is hoped that the project target will be reached by the end of the year. "Better Start" leaflets will be made available to chemists by De Witt International, who distribute the Nurser. Robbins also plan to advertise the project, and to achieve editorial coverage in baby care and women's magazines. *Robbins Medical Supplies Ltd, Otterburn, 22 The Avenue, Hitchin, Herts SG4 9RL.*

Living it up with a Sheaffer pen . . .

Lilia-White are further supporting their sanpro range with a Sheaffer pen special offer on pack fronts of regular and super absorbency Stick-On towels.

Normally retailing for £2 the pen is offered for £1.35 in the pink and white colour scheme with the "Living it up" slogan from the Lilia advertisements currently running in the leading women's Press. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

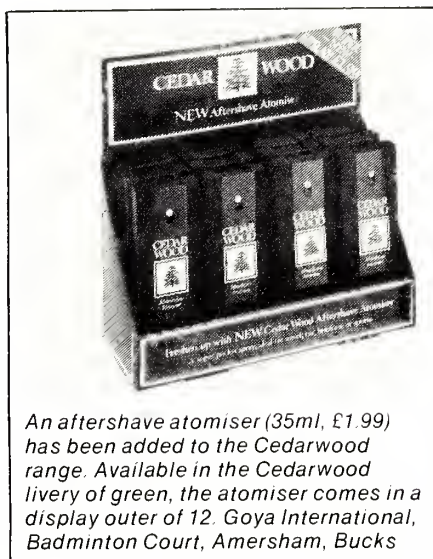
coupons have a total value of 75p and are redeemable on four products: Fastidia (15p), Panty Pads (20p), Stick-on Lilia (20p) and Dr White's (20p). The first helping hand promotion, which offered TV stamps and cash, was one of the most successful consumer incentives ever on the brand, says Lilia White. The offer closes on November 4. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

. . . & a Helping Hand

Lilia-White are continuing their "Helping hand" promotional theme, launched earlier this year, on its Dr White's brand.

For two months, starting this month, packs of 10s in Size 1 and 2 will be flashed with a "Helping hand from Dr White's" offering a copy of the new Lilia-White booklet, "Body Talk", and four money-off coupons, for one proof of purchase.

Body Talk is a 24 page educational booklet covering problems associated with menstruation. The money-off



An aftershave atomiser (35ml, £1.99) has been added to the Cedarwood range. Available in the Cedarwood livery of green, the atomiser comes in a display outer of 12. Goya International, Badminton Court, Amersham, Bucks

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Erreann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Arrid antiperspirant deodorant:

Bic razors:

Denivit:

Hedex soluble:

Jojoba range:

Lucozade:

Simple soap skin care range:

Sunsilk complete care shampoo:

Yardley ESP fragrance:

Yardley Pure Silk:

Ln, WW

All except U

Bt

All except U

Ln, M, Y, Sc, A

All areas

Ln, M

All areas

Ln, So

All areas

André Philippe



Please write or phone for Coloured Brochure — Price List.

Sales—Home and Export—Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND

New products and companies to cater for the chemist

Chemex organisers say they are taking steps to ensure that visitors — expected from all parts of the UK and several overseas countries — enjoy themselves as they look at the 150 stands on show.

Special facilities are being provided to encourage family visits by the independent chemist. A games area away from exhibitors on the mezzanine floor has been set aside for children. Chemex "mothers" are provided to look after the children while mums and dads visit the stands. The organisers are particularly anxious that chemist's wives attend because they often act "as counter line buyer, chief assistant, book-keeper and stock-keeper as well as housewife."

The organisers say there will be plenty

of special trade offers at the exhibition as well as one for the exhibitor bringing in the most visitors through ticket distribution.

Restaurant facilities can be found in The Gallery which is fully licensed. There is also a cafeteria and bar on the exhibition floor.

Chemex is at the Cunard International Hotel, London W6 from Sunday, September 11 to Tuesday, September 13. Opening times are Sunday, 10am to 9pm and on Monday and Tuesday, from noon to 9pm. Parking is in the hotel car park and the NCP car park. The hotel is near Hammersmith tube station and on the number 9, 72, 73, 11, 220 and 746 bus routes.

The cost of the hardware and software is £2,750. The system will be maintained free of charge for 24 months. A 24-hour call out service contract is available. *Mr A. Sharman, San Enterprise, 64 Torfield Road, Sutton, Surrey SM3 9JR.*

Richardson's offer

John Richardson Computers are offering a free word processor with every labelling system ordered from them at Chemex. The program will be integrated into the computer prior to delivery.

The special offer of the cassette driven version of the system — £995 to NPA members — remains open until the end of September. *John Richardson Computers Ltd, Unit 337, Walton Summit, Bamber Bridge, Preston, Lancs PR5 8AR.*

Shapely soaps

The Twinscents gift and bath soap collection are sold loose in large shatterproof crystal bowls. The soaps come in a variety of shapes and sizes — including seashells, pillows and annulars (£0.10-£0.45 each). For POS there are two floor display stands holding 15 and 40 bowls of soap and a counter display stand of eight (£0.25-£0.75). *Trolbourne Ltd, 25 Nelson Road, Greenwich, London SE10.*

Baubles, bangles and...

Pendants, bracelets, chains and earrings (£1.25-£3.99) boxed on colour-coded display cards are available from Zachary Paul Holdings Ltd. Promoted by Suzanne Danielle the range will be available on a one metre floor-standing display fixture. *Zachary Paul Holdings Ltd, 89A London Road, Morden, Surrey SM4 5HP.*

Transcript update

IRCS will be demonstrating an expanded version of Transcript which has over 800 drugs, 34 warnings and more than 100 doses. Drug warnings may now be added to or removed from any label and the daily start-up routine is simplified to switching on and pressing one key.

Existing users are receiving these improvements without charge. Transcript is available at a special show price. *IRCS, 109 Baker Street, London W1M 2BH.*

Improved Scriptx

Intek Computer Systems are showing their new Scriptx II system. They say the software updates will be forwarded to existing users and installed as standard package on orders already placed.

With Scriptx II the program plus standard files are stored in Eprom, 1,000 drugs are on file, lengthy text is automatically constricted and labels can be recalled for checking. *Intek Computer Systems, Preplynn Ltd, 53 Clinton Avenue, Wembley, Middlesex.*

San's Pharm-man

San Enterprise have produced a new pharmacy system called Pharm-man (Pharmacy labeller and manager).

The software is written in basic to be run under MS-DOS. The hardware used is ACT Sirius with 126KBs of memory with 1.2MB of disc capacity, and the Epson MX80 printers. The system is menu driven. Labels can be produced by using one of the following methods: PIP/user code, first 4-6 characters of the drug name or full non-proprietary name.

Profit from Sudocrem's growth.

Sudocrem is now Britain's fastest growing brand of Antiseptic Healing Cream because your customers are asking for it by name.

Check your stock levels with your supplier to ensure that you do not run out of Sudocrem.

Out of stock means loss of profits.

Sudocrem

ANTISEPTIC HEALING CREAM

Napkin Rash • Eczema • Pressure Sores

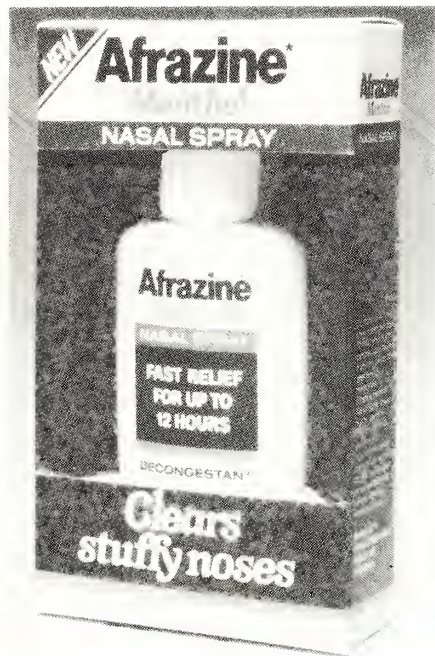
Distributor for Great Britain
David Anthony Pharmaceuticals Ltd
59 Crosby Road North
Liverpool L22 4JD



Decongestant launched by Kirby-Warwick

A new formulation Pharmacy-only Afrazine is being launched into the £2m OTC nasal decongestant market by Kirby-Warwick.

Afrazine menthol (20ml, spray £1.09)



is claimed to last up to 12 hours and should be used morning and evening. Ingredients are menthol, camphor and oxymetazoline hydrochloride. The squeeze bottle comes in a green, blue and white window carton and a range of support material includes counter merchandising units and window cards. A sliding scale launch bonus rising to 15 as 12 is available. Full details are available from company representatives. Kirby-Warwick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk.

Bags of bags by L&H

A new range of Terrilex Fischer bags is available from Loewenstein & Hecht, including a "wet look" style. Prices start at £0.68 for a floral sponge bag rising to £5.65 for a pinstripe tote. Loewenstein & Hecht Ltd, Epworth House, 25 City Road, London EC1Y 1AA.

Beworth from Cassia

Beworth is a new "Oriental base" fragrance from Cassia Cosmetics. It is available in three sizes: 1oz parfum de toilette £1.50; 2oz parfum de toilette spray £4.50, and 7ml concentrated purse spray in a presentation box at £4.50. Cassia Cosmetics Ltd, Unit 2b, 22 Marshgate Lane, London E15.

Interhealth feature trade deals

Interhealth Ltd will be featuring Nelson starter packs of homoeopathic remedies and ointments at a special discounted price (normal trade price £115.68, starter pack price £57.60, Chemex price £51.84).

Also on offer will be the Modern Health bar, an introduction to herbal medicines, containing four each of Athera, Garlodex, Sunerven, Vegetex (£12.74 plus a free unit, normal price £14.15). The new improved formula Vecon will be available for tasting (8oz £10.04, normal selling price £11.16).

Special offers

Arocin beta carotene (2.7mg beta carotene per capsule), in its new packaging, will be available at special prices of £6.16 for 40's size (normally £6.84) and £12.42 for the 100's (normally £13.80). Natural vitamins from earthlore will be on offer at 7 charged as 6. Natural skincare preparations from Creightons will all be on special offer and samples of the range, produced and tested without cruelty to animals, will be available.

Interhealth offer 11 companies' products on one invoice. Interhealth Ltd, Phoenix Works, Davis Road, Chessington, Surrey KT9 1TH.

JR Hair and Body Glitter Spray

Everything points to perfection

As seen on television



Jerome Russell Cosmetics Ltd., 102 Tanners Lane, Barkingside, Ilford, Essex. Tel: 01-551 1027



The point of sale display is packed with: 12 Gold 12 Multi-colour 6 Silver 6 Red Available in refills of one dozen.

MAIL ORDER FORM

Please send me _____ Packs of 3 doz mixed Hair and Body Glitter Sprays, at £55.06 (inc. VAT., Postage and Packing)

Name _____

Address _____

Signature _____

Please send cheque with order to:-
Jerome Russell Cosmetics Ltd.,
102 Tanners Lane, Barkingside, Ilford, Essex.
Tel: 01-551 1027

Oral-B enter battle with Star Wars range

Oral-B's latest introduction is the Star Wars range of toothbrushes. There are six colours and six characters to choose from, in a "space-age" counter merchandiser.

The standard range of Oral-B toothbrushes (10-60) will be featured along with other brands, including the Oral-B Right Angle, currently being advertised on Southern and Granada television.

Also new is the double-ended birchwood woodstick for interdental cleaning. There are 20 boxes, each containing 100 woodsticks, in a space-saving, gravity fed dispenser. *Cooper Health Products Ltd, Gatehouse Road, Aylesbury, Bucks HP19 3ED.*

Multi-scan show 'four into one' does go

Constant scanning from four cameras simultaneously on one monitor is offered by the Multi-scan CCTV system exhibited by Internal Television Contracts.

Multi-Scan is based on a 4-split camera control unit and a 17 or 20in monitor. Any one picture can be instantly brought up to full size for closer surveillance. The whole system can be video recorded with one recorder. An extension cable of up to 50m can be fitted to the cameras. Optional extras include a



low-light camera, an outdoor metal housing and wide angle lens.

Also on display from ITC is equipment from Pye/Phillips. The new Pye observation system for small shops incorporates all four television channels and full sound facility on all cameras. It gives instant return to surveillance mode at the press of a button from the television mode. Accessories include a manual camera selector, an automatic switcher and wide angle lenses.

For the duration of Chemex ITC will give a free Pye 2000 video recorder to every purchaser of the Pye observation system on lease (£5.50 per week for a one camera system including full installation and 5 year guarantee. *ITC, 8 Cleaver Street, Kennington, London SE11 4DP.*

Typewriter printer for Epson HX20 system

Thames Computing are now able to offer a typewriter printer as well as a high speed dot matrix printer with their Epson HX20 labelling system. Available are:-

- (1) The Epson HX20 using integral printer at a price of £495
- (2) The HX20 with labelling software using a fast 2000 character buffered, matrix printer at a price of £770.

(3) The HX20 with labelling software using a 2000 character buffered typewriter as a printer at £790.

(4) The typewriter (£275) — add HX20 computer later.

Further developments include a computer board fitted inside the typewriter which will act as an 8K memory and will print out dosages, warnings etc. automatically, on input of codes from the typewriter keyboard. *Thames Computing, PO Box 346, Windsor, Berks SL4 4UZ.*

Riva arriva!

The Riva pharmacy labeller will have its first public showing at Chemex. Pre-release orders for 1,400 labellers have made it a market leader claim Riva — a large number have gone to Gallup for their prescription monitoring service. The labeller is part of the Riva point of sale family, which deals with the OTC part of the business. It can communicate with a

central computer system or can be "grown" into a business micro itself.

The labeller is supplied with either 500 or 2,000 drugs accessed by the first 3 characters, but an "own" coding facility allows change of coding and addition or deletion of products. The cost is £850 or £1,250 and if communications is required £250 extra for a modem. *Riva Turnkey Computer Systems Ltd, Adam House, 66 Chorley Street, Bolton, Lancs BL1 4AL.*

Taking blood pressure with Atomstyle

Atomstyle Ltd are sole UK distributors of Winner electronic blood pressure units. Electronic readings of systolic and diastolic pressure eliminate the necessity to use a stethoscope, and a pre-set auto valve for exact deflation enhances the operation of these units, say Atomstyle. For both the desktop models and hand-held model prices range between £34 and £24 depending on quantities.

The range of electronic aids also includes electronic thermometers at £12, electronic acupressure massagers from £11.50, and electronic pulse counters from £32 with attractive discounts for quantity purchases. A new line is the Slim-up beauty unit for use in the home. *Atomstyle Ltd, 423 Watford Way, London NW4 1LG.*

Vixon show Plasma

Vixon will be showing their Plasma labelling and stock management program for the first time in England at Chemex.

With price ranging from £1,695 (ex VAT), depending on the configuration, the system offers a comprehensive drug interaction check and alert, dosage usage reports, script statistics, patient medication profile, and can utilise the PIP code. Most features can be amended by the user, and a number of hardware options are available. *Vixon Computer Systems, 49 Grimsby Road, Cleethorpes, South Humberside DN35 7AQ.*

Roe go wall-to-wall

Roe shopfittings are launching the Salesmaster Elite range at Chemex. They say it offers the flexibility of wall-to-wall fitting and the versatility of interchangeable fitments able to accommodate promotions and stock variations.

Edgings and facings are in ash wood with contrasting shades of looped fabric setting off fascias and panelwork. *Roe Shopfittings Ltd, Regent House, Dock Road, Birkenhead, Merseyside.*

Colourful sponges

Spontex are launching the Fleur luxury toilet sponge, available in four colours — deep blue, rose, fern green and natural (£0.53). *Spontex Ltd, St Nicholas Quay, Maritime Quarter, Swansea SA1 1UT.*

ROC GENTLE

To all ROC
Skincare and Beauty Advisors
advertisements will appear in the
leading women's magazines this autumn
start preparing right away
the extra demand

	SEPT	OCT	NOV
GOOD HOUSEKEEPING			
COSMOPOLITAN			
VOGUE			
OPTIONS			
WOMAN'S JOURNAL			



ROCSAFE

From the moment you wake up, your skin is under constant attack
From central heating, wind, sun, dirt, pollution
In short, from everyday living

Which is why Roc have designed a new range of moisturising creams to
put back what the day takes out. To help your skin revitalise overnight and
keep it fresh and young looking all day long

Four creams to suit four different skin types, each one with a special amino
extract enriched in hydroxyproline and sorbitol, designed to counteract any
deficiency in the skin's natural moisturising system, keeping your skin soft
and beautifully supple. And each cream date stamped to guarantee purity
and freshness

Tested by dermatologists for hypo-allergenic qualities and free of perfume
or colourants. It is also so creamy and light it is absorbed in seconds
In fact, just a few seconds every night or morning helps give you the complexion
you've dreamed about



Lipo-moisturising cream for very dry skins
Amino-moisturising cream for dry skins
Moisturising cream for normal/combination skins
Moisturising cream for oily skins



the doctors Roc (UK) Ltd
13 Grosvenor Crescent
London W1 7EE
Tel: 01-235 9411

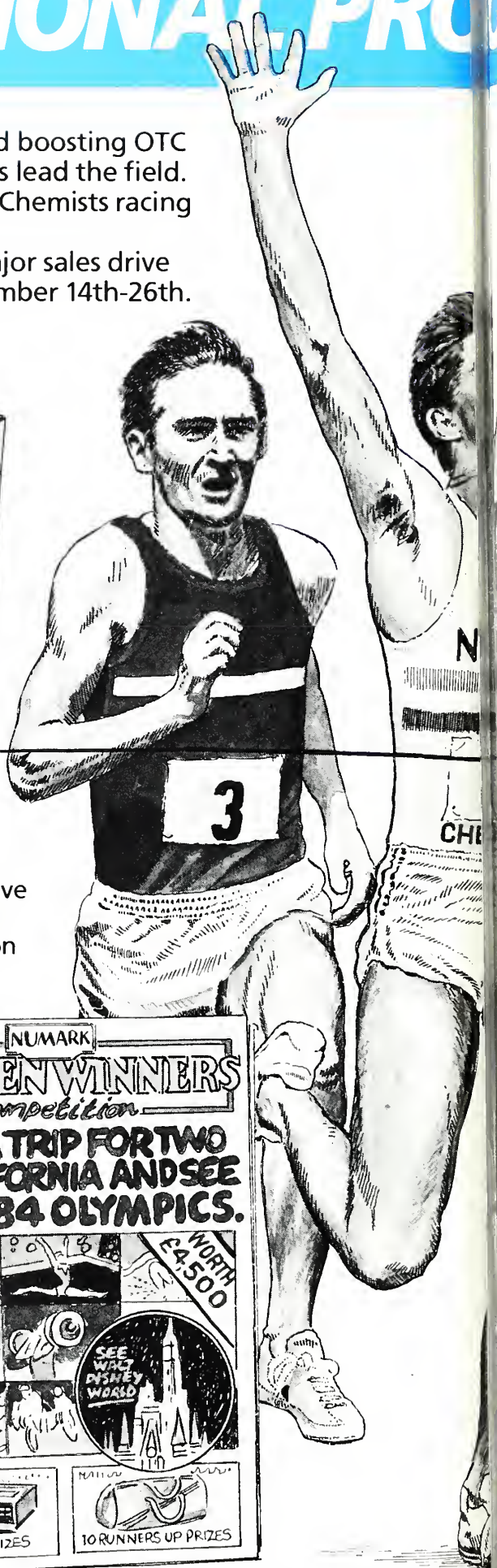
ROC

HYP0-ALLERGENIC*SKIN CARE PRODUCTS WITHOUT PERFUME
*formulated to minimise the risk of allergy

NUMARK NATIONAL PROMOTION

When it comes to business building ideas and boosting OTC sales and profits for chemists, Numark promotions lead the field. This great £125,000 promotion will keep Numark Chemists racing ahead of their competition.

Winning is the keynote of this two phase major sales drive operating between October 10th-22nd and November 14th-26th.



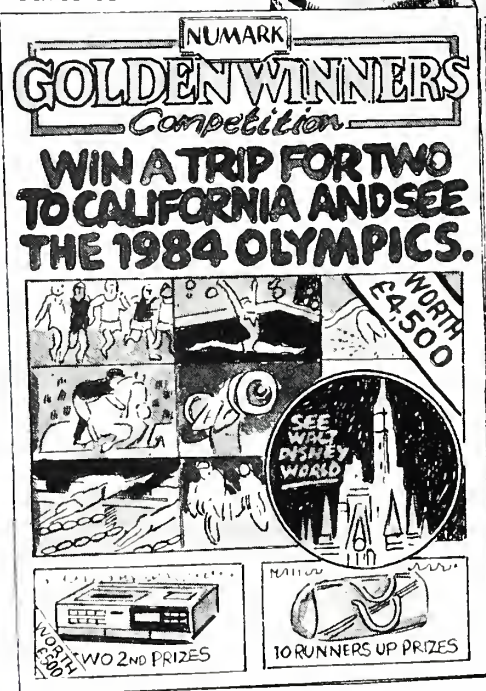
GOLDEN WINNERS - TOP SELLING BRANDS

A great selection of big brands at highly competitive prices - each and every one a Golden Winner that will attract new customers to Numark Chemists. In addition to low, low prices there's an exciting, easy-to-enter customer competition that will help boost sales to existing customers and attract new ones.

GOLDEN WINNERS - OLYMPIC COMPETITION

First prize in this fabulous free-to-enter competition is a two week Californian holiday for two that takes in the 1984 Los Angeles Olympic Games.

Great runners-up prizes include Panasonic Video Recorders and Stylish Sports Bags. It's an eyecatcher that's sure to appeal.



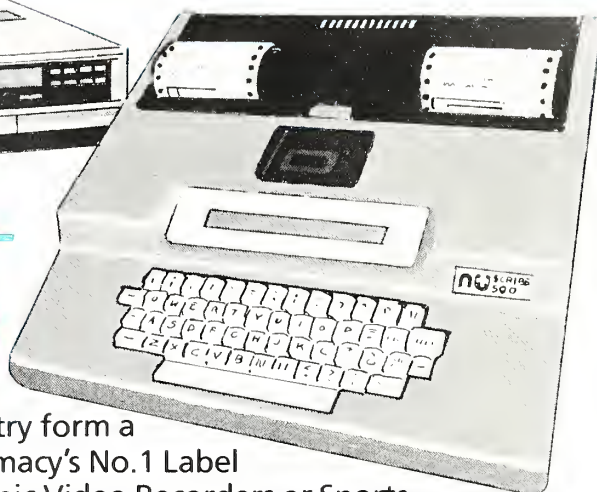
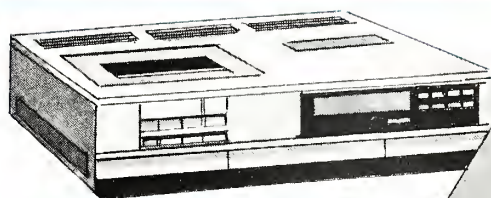
For further information contact your local Numark Wholesaler or Numark

OTIONS LEAD THE FIELD



GOLDEN WINNERS- NUMARK CHEMISTS' PRIZES

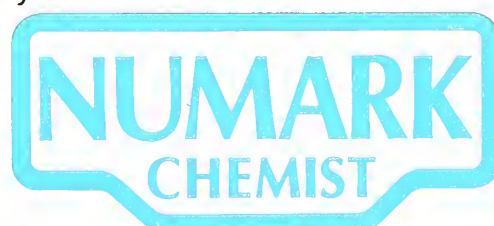
For the Numark Chemist who supplies the winning entry form a Nuscribe 500, Pharmacy's No.1 Label Printer and Panasonic Video Recorders or Sports Bags for the Numark Chemists issuing entry forms to the runners up.



GOLDEN WINNERS-HEAVYWEIGHT CONSUMER ADVERTISING SUPPORT

A hard-hitting national advertising campaign with full merchandising kits taking Golden Winner Superbuys to the people, with dominating spaces in the Daily Mail, Daily Express, The Sun, Woman's Own, the Sunday Post and on Ulster T.V.

On your marks for this powerful promotion. It's just what you'd expect from Numark; a strong National promotion to attract extra sales and profits for Numark Chemists.



A COMPREHENSIVE SERVICE TO THE INDEPENDENT CHEMIST

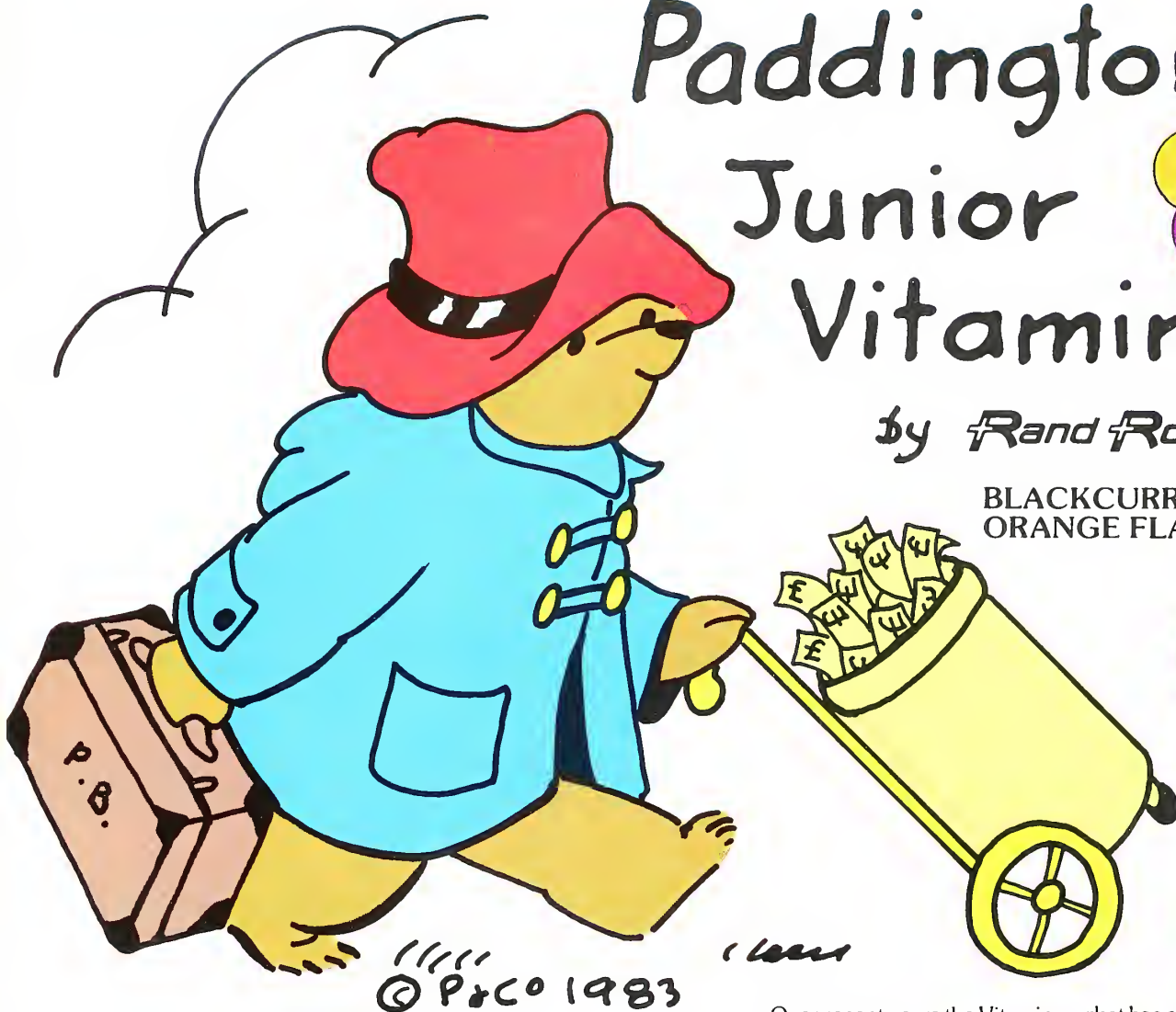
Office, 51 Boreham Road, Warminster, Wilts BA12 9JU. Tel: 0985 215555.

Wheel extra profits into the shop with

Paddington's Junior Vitamins

by **Rand Rocket**

BLACKCURRANT AND
ORANGE FLAVOURS



© P & C 1983

You will get your share of this huge turnover and EXTRA profit with Paddington

.....**BECAUSE** Paddington is the best loved bear in the country. Mums and Dads adore Paddington. Paddington's lovable commonsense is the proper CARING image for this type of product. Children take their daily dose without fuss.

Everyone will know about Paddington because 1983 is his 25th birthday.

**featuring Paddington on T.V. (TOP RATED CHARACTER)
Stage Musical, Record, Video Cassette and a
New Book**

Rand Rocket

Rand Rocket Limited, Sharps Way, Hitchin, Herts. SG4 0JA, England. Telephone Hitchin (0462) 58871 Telex 82482

Over recent years the Vitamin market has come of age. No longer the domain of cranks and health freaks, vitamin supplements are regularly used by many as part of their daily diet.

It has long been recognised that growing children need a balanced vitamin intake to ensure healthy growth.

Caring mothers will guard against any possible vitamin deficiency that might affect active, healthy children by ensuring they give their children regular supplies of vitamins A, C and D. Hectic modern life with rushed snacks of reheated meals might not maintain the balanced diet necessary to do this. Paddington Junior Vitamins A, C and D are specially formulated into the lovely chewy tastes that children like.

Contents
6 x 100
Blackcurrant
6 x 100
Orange
12 x 60
Blackcurrant
12 x 60
Orange

Ingredients
Each tablet
contains:
Vitamin A 1750 i.u.
Vitamin C 25 mg
Vitamin D 125 i.u.



CHEMEX PREVIEW

Three more & sports aids from Scholl

Three new products have been added to the Scholl sports aid range — an embrocation cream, a heat spray and a sports sock with a one-year's wear guarantee.

The Scholl sports aid embrocation cream (£0.89) and the heat spray (£1.33) help give symptomatic relief from injury

or discomfort, says the company, easing muscular and rheumatic pain, bruising, sprains and fibrositis. The products are particularly useful before or after sports participation say Scholl.

The ankle length ribbed sock (£2.29) has a bacteriostatic "stay fresh" finish covered by a one-year wear guarantee. With a loop-pile cushion sole for comfort, the socks — white with red and blue contrast stripes — are available in two sizes to fit men's shoe sizes 6-10 and women's 2-6. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

three fragrances, £3.30).

The company promises new retailers an exclusive agency agreement for their area and will replace slow selling items with goods from the faster moving lines.

"Our experience is that every one of our nine perfumes is the best-seller somewhere, so we don't mind stock balancing." Opening orders start at less than £150. An advertising campaign is planned to appear throughout the year in the women's Press. *Crofts Perfumery Ltd, 110 Barrack Street, Norwich.*

Sabre Supply will also be launching the Pamper range of cosmetic accessories, including a complete range of cosmetic brushes and mirror and comb sets in compact form. Special offers will be available on Dambi panty shields and Eva Test. *Sabre Supply Co, Reflection House, Cheshire Street, London E2 6ER.*

holding a tennis racket. The logo of the cosmetic house, Ellen Belrix, is embossed in gold.

Included in the range are sport and beauty muscle fit (200ml, £4.95), massage cream (200ml, £5.50), shower bath (150ml, £3.50), body lotion and body fresh (both 200ml, £4.95) and deo roll-on (40ml, £2.95). *Beauty Basics Ltd, Unit D, 51 Calthorpe Street, London WC1.*

Neutrogena gift pack

Neutrogena have put together a Christmas gift pack comprising three products to keep customers "looking and feeling lovely" and will be majoring the pack at Chemex.

The gift pack includes Neutrogena original formula soap, rainbath and natural sesame seed body oil. As a bonus, the pack also includes a luxurious blue facecloth. The retail price is £5.95 and trade, £21.73 per pack of six. *Neutrogena (UK) Ltd, 2 Mansfield Road, Croydon, Surrey CR2 6HN.*

Mirror, mirror...

An illuminated mirror (model no 4320) with both plain and magnifying mirrors is displayed on the Vernon Powell stand. The mirror (£17.95) can be used either on its stand or lifted off as a hand mirror.

A similar model, (no 2605) not illuminated, is a light shell colour (£2.95) and again has plain and magnifying mirrors. *Vernon Powell Ltd, Verona House, 54 Selsdon Road, South Croydon, Surrey CR2 6XE.*

Four from Zorbit

Ashton Brothers have extended their Zorbit range to include bath and general accessories for baby. Four new items are available — a potty (£3.75), a baby bath (£6.50), a nappy bucket with lid (£3.95) and a baby box (£13.95). The range is available in one colour — buttermilk — and features Zorbit's teddy bear motif in blue on all items apart from the baby box. *Ashton Brothers & Co, Carrfield Mills, Hyde, Cheshire SK14 4NR.*

Crofts Perfumes look to chemists

Crofts Perfumes with their collection of nine perfumes are looking to extend distribution throughout the UK — principally through pharmacy outlets.

All nine fragrances are available in eau de parfum (30ml and 56ml, £5.50 and £8.85), perfume (7ml, £8.95) and bath essence (56ml bottle, £5.25 and gift set of

Sabre fence Pretty to complete range

The Pretty range of cotton wool products is completed with the addition of two sizes of pleats — a 50g handy size and 200g economy size.

Après sport range from Beauty Basics

A range of German cosmetics for use after sport are unveiled by Beauty Basics.

All six sport and beauty products come in distinctive white packaging featuring an illustration of a woman

6,000,000 varicose vein sufferers in the U.K. Our booklet will help them understand why.

In an effort to promote higher awareness of varicose conditions, a special booklet on leg care has been prepared by Lastonet of Redruth, manufacturers of high quality surgical hosiery. The booklet outlines causes, ways to gain relief and advice to help prevent the condition developing.

We even have a first class made to measure service which is second to none.

If you would like a free pack of 25 booklets to distribute to your customers, clip this ad and return it to us with your name and address.

Name _____ Address _____

Lastonet Products Ltd., Carn Brea, Redruth, Cornwall. Tel: (0209) 714141.

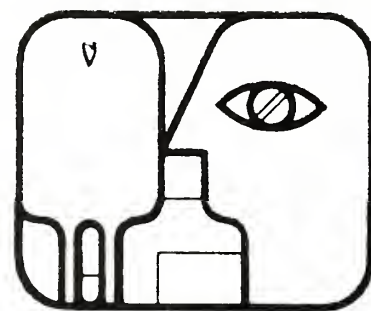


Support for all in all walks of life.

Lastonet for surgical support

Clinical pharmacy for all – not an 'elusive butterfly'

Mr R.D. Swallow, committee member of the United Kingdom Clinical Pharmacy Association seeks to shatter a 'myth' about clinical pharmacy and describes the aims and activities of the UKCPA, which is open to all pharmacists.



Clinical pharmacy? "Huh," you may say, "I haven't time for pie-in-the-sky ideas like that. All very well in hospital." . . . Yet all clinical pharmacy means is the practising of pharmacy to the highest possible standard for the benefit of the patient. The myth which must be urgently shattered is the idea that clinical pharmacy practice is some elusive butterfly which is only within reach of hospital pharmacists.

In fact, the scope for clinical practice in the community is enormous if only we pharmacists would look a little beneath the surface of everyday routine. The options open to the community pharmacist for developing a clinical role are obviously somewhat different from those of the hospital pharmacist.

The number in the population receiving medicines in the community far exceeds the number of patients receiving drugs in hospital. As advances are made in health care, the number of elderly people rises and invariably a high proportion will be taking some form of medication. Similarly recent advances in many fields (eg paediatrics) means patients who may have been in hospital in years gone by are now managed at home on potent drugs. More and more chronically ill patients are being treated in the community rather than in hospital (eg CAPD, long-term home parenteral nutrition).

Sadly not all patients take their drugs correctly and many do not even understand there they are going wrong. Studies have shown that a considerable number of patients have to be admitted to hospital due to iatrogenic causes (1,2,3). It is quite clear, therefore, that the pharmacist is increasingly becoming obliged to be concerned with patients' medication problems, and to assist both prescriber and patient to make appropriate decisions in relation to individual drug therapy. Undoubtedly there are constraints to the developing role of the pharmacist in the community. Some primary constraints might be the professional isolation of the community pharmacist and the restrictions of the present National Health Service terms of service. Secondary constraints may

include a sense of disillusionment (unfortunately often progressing to terminal cynicism!) and a lack of preparation and confidence for a changing role in health care.

In 1979 a small body of pharmacists from hospitals, schools of pharmacy and the community decided that a forum needed to be established to speed the development of clinical pharmacy practice, and to tackle some of the problems facing us in the United Kingdom. In this way the United Kingdom Clinical Pharmacy Association was formed. As with many new ideas, misconceptions as to the Association's motives were aroused in some quarters. Happily many pharmacists have given strong support and enthusiasm and the Association continues to grow and develop.

One of the major roles of the Association is to stimulate the development of new ideas necessary for changes in pharmacy. The policy statement on clinical pharmacy practice has been published (4). Among the Association's activities are the organisation of workshops with specific practical objectives (including workshops with a particular emphasis on the patient in the community) and the publication of a regular newsletter ("In Practice") highlighting members' opinions and activities. One of the fundamental aims of the Association is to promote a forum for better communication and co-operation between all pharmacists for the

promotion of appropriate drug use. Clinical pharmacy is for *all* pharmacists and is here to stay (5).

The Association also encourages practice research in clinical pharmacy and the first UKCPA Research Award for 1982 (supported by the Smith Kline & French Group) was concerned with a survey of the supply of OTC medicines for children in the community (6). A recent study of the potential for pharmacists' health education role in the community was extremely positive in its conclusions (7). Curiously, although there is a growing acknowledgement by medical leaders of the need for an expanding role of the pharmacist in the community as well as in the hospital service (8,9), our profession has to date been slow to grasp the nettle. It is up to pharmacy itself to develop the presence and role of the pharmacist in all branches of practice.

Various pharmaceutical companies have demonstrated their support for the developing role of the pharmacist by joining the Association as corporate members. Full membership of the UKCPA is open to *all* pharmacists concerned with developing their role closer to the needs of patients and the subscription is only £10 per year (for full details contact Christine Clark, membership secretary, Pharmacy, Hope Hospital, Manchester M6 8HD). *A list of the numbered references in this article is available on request from the editor.*



Discussion group at one of the workshops held at intervals throughout the year

WARNING

Profits will reach epidemic proportions this winter



New products.
2-Way Hacks in honey,
lemon and menthol.
Victory V cough linctus lozenges
(available Autumn 1983).

Traditional favourites to send
your profits soaring:
Hacks, Victory V, Breezers
and Buttercup products.

Massive
consumer support:
£450,000 on TV,
press and radio.

Exciting trade
bonus schemes.

Barker & Dobson
Quality by name since 1834

Barker & Dobson Limited, Whitefield Road, Liverpool L6 5DF.

For further details contact your local Barker & Dobson
representative or Gordon Hillock on 051-263 9111



Large increase in sales — and scope for more

Pharmacies have dramatically increased their share of sheath sales in recent years. And initial results from the FPA's trial project in pharmacies suggest there is scope for a further increase in sales of OTC contraceptives as more pharmacies become involved in giving family planning advice.

Just over 60 per cent of sheath sales by value go through pharmacies and drug stores, according to LRC Products Ltd. In 1980 this figure was just under 50 per cent.

Family planning clinics account for 20 per cent of sales, mail order 10 per cent and barbers and grocers 2-3 per cent. Clinics have doubled their share in the past three years but this increase has been at the expense of barbers and mail order rather than pharmacies.

While the "pill" is still the most popular method of contraception (over 3 million women), LRC say there has been a rise in consumer interest in barrier methods because of concern about the "pill's" side effects. This is reflected in the interest shown by both consumers and the medical profession in the leaflets produced by LRC's Durex contraception information service; half a million copies of a general leaflet on barrier methods have been distributed.

LRC estimate that nearly a quarter of couples between the ages of 16 and 44 (excluding couples where one partner has been sterilised) use the sheath. This figure has been fairly stable in recent years but disguises two major trends: couples abandoning the combined hormone "pill" once the woman reaches 30

because of fears about health risks, and couples leaving the contraceptive "market" altogether through sterilisation. LRC estimate that 18 per cent of all couples between 31 and 40 have now been sterilised, but that this method is unlikely to constitute a real threat.

The sheath market is said to be worth £19 million at rsp, with Durex claiming a 95 per cent share.

The most popular Durex brand is Nuform extra safe which takes over 45 per cent of all Durex sales and has been the most heavily promoted brand for the past three years. It is also the brand most widely distributed through family planning clinics and so is introduced to many women through the endorsement of their family planning advisors, leading possibly to repeat purchases through pharmacies.

Fetherlite extra fine is the next best-selling sheath brand, with over a third of sales, while Gossamer takes 15 per cent of Durex business. The "fun" brands Fiesta and Excita account for sales of about £1 million at rsp. Although in other countries, particularly the USA, such of products take a larger share of the market, British couples have been slower to adopt them. However LRC believe that by better display and more substantial

promotion, these premium-priced products could increase their share. Details of a substantial promotional programme will be available later this year.

Nuform, Fetherlite and Gossamer brands have been repackaged and a £300,000 advertising campaign started last month in the women's Press.

LRC have produced shelf strips and window stickers bearing the brand name and the message "Family planning here." A new royal blue and gold display tray holds 32 twelve packs and 36 three packs and takes up just over one square foot of shelf space. A merchandising plan has been included, advising on the best stocking ratios, and the trays are available pre-packed from the LRC salesforce or major wholesalers.

This year LRC carried out a usage and attitude study towards contraceptives, the results of which are due to be published shortly. The study, which involved 1,200 couples answering questions in private and anonymously, has given the company an up-to-date profile of the consumer and enabled it to refine marketing tactics.

Jago Holdings Ltd, who supply 90 per cent of their sheaths through mail order and the remainder through pharmacies, have launched a new brand called Aegis which is packed in the style of the United States market. The company has noticed a trend towards the more novel condoms, and the Aegis range includes American tips, rugged, Rawhide (extra thin) and Mustang (contoured).

Spermicides

Ortho-Cilag Pharmaceutical Ltd estimate that the pharmacy market, excluding Boots, for spermicidal creams, pessaries, gels and foams is worth £720,000. The company claims almost three-quarters of the total business, Ortho-gynol being the leading pharmacy spermicide both in cash and unit terms.

During the past few years there has been a move away from foams towards the gel-based products, a trend which may be related partly to increasing use of the diaphragm as a method of contraception. The pharmacy diaphragm market is estimated at 50,000 units, valued at £185,000, of which Ortho-Cilag account for just over 60 per cent.

The company says there appears to be a move away from family planning clinics towards the GP as the person to give contraceptive advice. Many health authorities favour this and several clinics have been closed as a result. Other sources contacted by C&D suggest that lack of resources are forcing some clinics to recommend that clients buy their own supplies of sheaths and spermicides, again increasing the trend towards pharmacies.



The display tray for the recently re-packaged Durex brands includes a merchandising plan

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Lotussin gives effective relief for persistent, dry or irritating coughs.



PRICE WISE...

Lotussin is attractive to the customer at £1.29 per 100 ml pack.



PROFIT WISE...

Lotussin is competitive, especially with Searle's special bonus terms.



PHARMACY WISE...

Lotussin is exclusive to family chemists and backed by Searle's service to the retail pharmacy.



CONTRACEPTIVES

Trial of family planning role shows promising results

Early results from a trial project in which free family planning information was given through pharmacies, suggest that pharmacists are very willing and enthusiastic to offer such a service.

The trial, organised jointly by the Pharmaceutical Society and the Family Planning Association, was part of a "Family planning and the pharmacist" project started in 1980. The first stage was a survey, carried out in 1981 on a random sample of over 600 pharmacies, which showed that the majority wanted to be more involved in this area. The next stage was the three month trial distribution of free family planning literature and advice in over 700 pharmacies, starting last February.

The pharmacies were given display packs and supplies of six FPA information service leaflets on different methods of contraception — the "pill,"

IUD, barrier methods, sterilisation and the safe period. They were also provided with window stickers saying "Free family planning information here. Ask for the pharmacist."

The pharmacists were asked to complete a weekly questionnaire saying how many replacement packs of leaflets had been inserted in the display and how many family planning inquiries they had received. At the end of the trial they were asked to answer general questions on their family planning health care role, whether their family planning training was adequate, and so on.

The replies have still not been fully analysed but preliminary examination of a small sample suggests that involving pharmacists in this way is a feasible proposition. The pharmacists reported a

Continued overleaf

The Horizon Discovery box, which contains the three lines Bareback, Rough Rider and Stimula, is being offered for £17.56 at 17.5 per cent discount. Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge



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Continued from previous page

FPA trial project

promising take-up of leaflets but the demand for verbal advice and information was not as encouraging, although there was a gradual increase as the project progressed.

Dr Philip Meredith, a sociologist in charge of the project who now works for the International Planned Parenthood Federation, believes this trend was to be expected. Little publicity was given to the scheme, as it was not available in all areas, so customers were unlikely to have been aware of the service until they had entered the pharmacy. Most of the queries appeared to be associated with the "pill" and arose when supplies were being handed over on prescription.

In his report, "Pharmacy, contraception and the health care role," Dr Meredith recommended that practical help should be given to enable pharmacists to provide the necessary privacy, accessibility, expertise and materials, and that this extended role should be taken into account in adjusting the basic method of payment to pharmacists. The FPA could do little to help financially, other than provide pharmacists with the necessary information. The rest would be a matter for the profession's negotiators if and when a pharmacy-based advisory service became established throughout the UK.

Benefits from sales

The main financial benefits would accrue from the increased sales of OTC contraceptives. Although the sample of participating pharmacies analysed so far is by no means representative of the whole, about a quarter noticed an increase in sales.

Most pharmacists felt their knowledge was adequate to deal with family planning inquiries. The majority had relied solely on their pharmaceutical training and on the literature provided by the FPA.

If the trial proves to be a success, the aim will be to make the service available through all pharmacies. But there are difficulties in deciding what constitutes success — is it an uptake of 100 or 500 leaflets in three months, is it three requests a day for advice or is it 33? Certainly the Health Education Council or whoever was to fund the literature for a national campaign would first need to be sure there were some positive benefits to the nation's health. There may even be a case for another trial project to assess the effect on the public, so it could be many months before a decision is made on whether to launch the service nationally.

Flawed contract?

I never cease to be amazed at the subservient role our so called negotiators seem to take when dealing with the Department of Health and the way we appear to accept defeat in so many other areas so easily.

It would, I feel, be true to say that many of us feel our contract has become too complicated to be easily understood and that, if good business acumen in the form of competitive buying techniques — associated with the prompt payment

necessary to obtain good wholesale discounts — can be "clawed back" in the manner recently effected, then there are serious flaws in the contract. The very essence of good business is the ability to increase profit as a result of increased operational efficiency. To be penalised for doing this must contravene all the Government's proclaimed doctrines on free enterprise.

Pharmacists appear to be the idiots of the NHS. We allow the medical profession to poach our livelihoods in ever increasing areas, not least that of dispensing often done by unqualified,

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A stronger chocolate laxative to relieve constipation overnight.



indeed untrained, persons usually without supervision. Hence dual operating standards exist in many rural High Streets. Clothier, in practice, turned out to be a damp squib without effective teeth as will become more apparent as time goes on.

The Society collects its fees, supports a very impressive material image I'm told in Lambeth High Street, while ruling its membership with a rod of iron. But it appears to do too little to protect that membership from detrimental external factors. In contrast the medical profession enjoys, by comparison, considerable protection from its governing body and appears far less critical of itself than do we. Like any sensible body the doctors take strength from unity.

One day perhaps we shall get out house in order but not as a result of the

past track record of our various representative bodies. Well intentioned they might be but effective — Never!

J.M. Brunt,
Brandon, Suffolk.

Discount clawback

Why is it that the only method of cracking a nut known to our bureaucrats is to pulverise it with a sledge hammer? Or to travel from London to Brighton one must go via Edinburgh and Glasow?

By clawing back all (and possibly more) of our purchasing discounts we have been deprived of the advantages and left with all the disadvantages.

Would it not be simpler to instruct all wholesale and direct suppliers to withdraw their discount schemes and reduce prices accordingly? If it is possible

to re-import drugs at a price as much as 25 per cent lower than those obtaining in the UK then someone must be making one helluva killing.

If the discount schemes were abolished we could all return to the good old days when we were able to deal with as many suppliers as we wished and without having to make mental calculations every time we placed an order.

Life with the National Health Service has become very complicated indeed. It is surprising that there are not more dispensing "accidents" with pharmacists distracted from their true profession by comparison shopping.

Has anyone involved in the negotiations considered:-

1. Discounts are conditional on monthly settlement of accounts. The NHS wants the benefit without the conditions.
2. The ever increasing cost of insurance and alarm systems to protect our NHS stocks.
3. The physical danger to which we are exposed in this drug-crazy age.

It is all very one-sided.

I am approaching the end of my career in pharmacy, having started as an apprentice in 1940. I cannot say that I shall be sorry to leave it — it has all become very complex and there is little pleasure left in the profession.

D.J. Coleman
Carnworth, Lanark.

Nurofen profit marginal?

So, at long last we have the hoped for translation of POM product to Pharmacy only OTC — Nurofen.

At each sale I have to determine:

- 1) the indication for which it is to be used
- 2) if the patient is receiving any conflicting prescribed medicine
- 3) if the patient is pregnant
- 4) any history of asthma or allergy
- 5) any tummy disorder

and then advise on a suitable dosage schedule.

My professional remuneration at the end of this exercise is a mere 14p or a profit margin of 25 per cent (gross).

Whenever at all possible, I do not handle any P products unless there is a realistic professional margin which should never be less than 33 per cent. When real patient counselling is indicated, I feel the return should be more substantial. Perhaps, I should take over from the itinerant window cleaner who visits me each month and charges me £3.50 for a modest 15 minutes of work.

Do we have a candidate for the Pharmacin treatment?
Clovis.

More Letters on p445

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Some milestones in a sixty year journey

This weekend the Guild of Hospital Pharmacists is celebrating its Diamond Jubilee with special events in London, including a dinner at the House of Commons. During the weekend, guest speakers will review highlights of the Guild's history and the following articles are extracts of their talks.

The following milestones in the Guild's journey have been selected with the help of research by Mr John W.B. Fish, honorary vice-president.

1897 Formation of the Poor Law Dispensers Association.

1898 Formation of the Public Dispensers Association, among whose aims were to protect and further the interests of public dispensers and to raise their status.

1900 These two associations amalgamated and became the Public and Poor Law Dispensers Association. The Association decided it could increase its prestige by appointing an eminent personality as its president, in addition to electing one of its own members as chairman. Mr T.H.W. Idris, a pharmacist who made his fortune out of soft drinks, accepted the position. Mr Idris was also an MP who took a leading part in the negotiations resulting in the passing of the Poisons and Pharmacy Act 1908.

1902 The words "Poor Law" were dropped from the official title.

1909 The title became the Public Pharmacists and Dispensers Association.

1916 Membership was restricted to those registered as chemists and druggists.

1917 The title was changed to the Public Pharmacists Association.

1919 A separate organisation was formed as a pharmacy section of the Hospital Officers Association. Its aims were "to provide a service of honest standard to employers as regards skill and morals" as well as to improve the status and pay of members, because "the pharmacist, educationally and socially, was on a level with the secretary".

1920 The Public Pharmacists Association agreed to co-operate with other organisations on matters of common interest, and a meeting was held with the Hospital Officers Association pharmacy section and the Association of Women Pharmacists London group.

1922 Formation of an entirely new organisation was agreed, and the Public Pharmacists Association was disbanded on December 30.

1923 The inaugural meeting of the Guild

of Public Pharmacists was held on January 23 at 17 Bloomsbury Square, lent for the occasion by the Pharmaceutical Society. Mr Francis Hocking, former chairman of the HOA pharmacy section, presided as chairman of the provisional committee. The title of the new organisation, the Guild, was Mr Hocking's idea; he suggested that at least three objectives of the medieval Craft Guilds were applicable — the training of future pharmacists, the quality of the work done by pharmacists and their remuneration.

There were nearly 100 members, about one quarter living in the provinces, Ireland, Scotland and Wales. The constitution's main objective was to develop an organisation representative of public pharmacy. The subscription was

How the news broke in C&D

five shillings and membership was restricted to holders of the Pharmaceutical Society of Great Britain's qualifications and to licentiates of the Irish Society. The constitution also referred to the undesirability of taking direct action in pharmaceutical politics or acting as a trade union.

The first council meeting was held at St Bartholomew's Hospital on February 7. Mr Hocking was elected president, Mr Frederick Bullen vice-president and Mr J. Langford Moore treasurer. The first secretary was Mr A.H. Jenkin of "Jenkin judgment" fame.

1930 Formation of the first branch, the Liverpool branch.

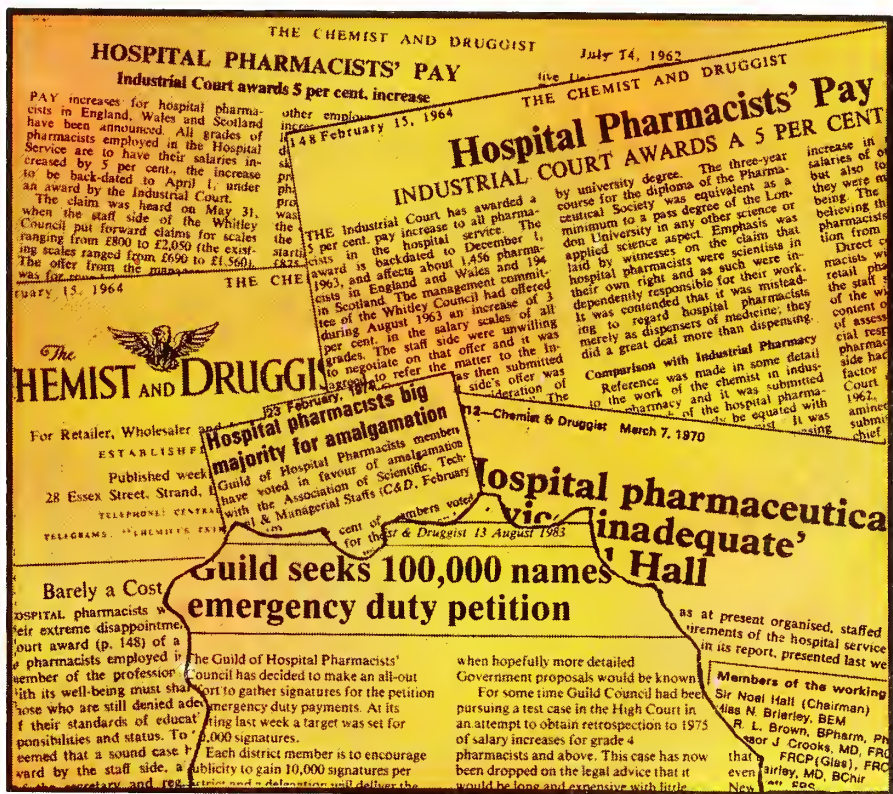
1932 Publication of the first issue of the Guild's magazine, *The Public Pharmacist*, which ultimately became *The Hospital Pharmacist* and later the *Journal of Hospital Pharmacy*.

1938 A professional liability insurance policy was agreed with the Liverpool and London and Globe Insurance Co Ltd.

1941 Mr John Moore was elected president. The Guild published a scale of minimum salaries for hospital pharmacists and requested the pharmaceutical Press not to publish advertisements offering a lower salary.

1942 A special general meeting voted for the deletion of a rule which prohibited the Guild becoming or acting as a trade union. Members also voted that the

Continued overleaf



GUILD JUBILEE

Continued from previous page

Pharmaceutical Society be asked to improve its educational system and voted against incorporation of the Guild under the Companies Act. The Guild subscription was raised to £1.

1943 Membership had risen to 672.

1944 Another special general meeting approved changes in the structure of the Council, among them being the introduction of district members.

1945 A Joint Negotiating Committee on Salaries and Wages (Hospital Staffs) was set up and negotiated a scale of salaries which for chief pharmacists depended on the number of assistants employed. The Guild was the body representing hospital pharmacists on this committee.

1948 A Whitley Council — the Pharmaceutical Functional Council — was formed. The staff side of the hospital committee consisted of: the Guild (6 seats), the Association of Scientific Workers (1 seat) and the Confederation of Health Service Employees (1 seat). The first salary structure negotiated depended on points for the number of beds in the different hospitals and on the number of out-patient attendances. This structure could not be agreed by negotiation and was submitted to an industrial court.

1949 First annual branch delegates meeting. Guild membership passed the 1,000 mark.

1950 Election of Miss Mary C. Islip as first woman president.

1955 Evans Medical Ltd offered to award annually a medal of merit to hospital pharmacists nominated by the Guild.

1958 The first two Evans Medals were awarded, one posthumously to Mr Arnold Mees, a former president and treasurer, who had recently died.

1959 First weekend school, held at Nottingham University, with lectures on drug addiction, work study in hospitals and modern sterilising techniques.

1961 Guild membership, which had fallen slightly in the mid 50s, started to rise again and reached 1,112.

1962 First of the Guild's awards of an educational or research nature was arranged — the Geigy travelling fellowship. The Merck, Sharp and Dohme and Nicholas awards followed in the next few years.

1966 The Guild acquired its first official address, having previously used the personal addresses of its officers. The Proprietary Articles Trade Association agreed to lease a room at Premier House, 150 Southampton Row, London WC1.

1968 The Minister of Health announced he was setting up a working party, under the chairmanship of Sir Noel Hall, to advise on the efficient and economical organisation of the hospital pharmaceutical service.

1971 The Industrial Relations Bill, being

passed by the Government, meant that the Guild would have to register as a trade union if it was to negotiate salaries. The alternative was to be entered in a special register which meant registration under the Companies Act. To do this, the Guild's title was changed to the Guild of Hospital Pharmacists, but the application for inclusion in the special register was refused as the Guild did not comply with all the requirements.

1972 Discussions took place with ASTMS, COHSE, NALGO, the Salaried Pharmacists Union, the Council of Professional Scientists and Technologists and the Pharmaceutical Society. On December 2, a special general meeting agreed by an overwhelming majority that the Guild Council should enter into negotiations with ASTMS to seek affiliation on acceptable terms as a separate membership section. The Council was also mandated to pursue the possibility of forming a hospital pharmacists group within the Society.

1974 A postal vote on affiliation with ASTMS was 894 in favour, 147 against. The merger became effective on April 16.

1977 A joint working party of staff and management sides of the Pharmaceutical Whitley Council was set up to examine criteria for "top posts". Mr C.H. Preston Robinson was elected the first honorary vice-president.

1981 The annual meeting made a number

of changes to the constitution, including opening full membership to pre-registration graduates. For some years the problem of emergency duty payments had remained unsolved and an interview with the Health Minister, Dr Gerard Vaughan, was arranged without agreement being reached. In December the Whitley Council staff side was told that any money for funding emergency duties would have to come out of the Government's imposed cash limits. Members were advised to withdraw all out-of-hours services for which they did not get paid, so for the first time the Guild was involved with a form of industrial action.

1982 Meeting at the House of Commons of 52 Guild members and 12 MPs, members of the ASTMS Parliamentary Committee. Some of the MPs agreed to being part of a delegation including Mr Robert Timson, Guild president, and Donna Haber, ASTMS divisional officer, to meet Mr Kenneth Clarke, Minister for Health, regarding emergency duty payments. Another form of action was to press, through local MPs, for an early day motion and some success was being achieved with this when Parliament was dissolved in May 1983.

1983 For the first time a past president of the Guild also became president of the Pharmaceutical Society, when Mr Colin Hitchings was elected.

The early years: establishing secure foundations

by G. Bryan, FPS

My term of office on the Guild Council (1946-56) spanned the years immediately before and after the inception of the NHS. In casting one's mind back to those days to seek confirmation that the Guild was influential in a variety of ways on the planning of the health service, it is disappointing to conclude that scarcely any consultation took place between politicians, civil servants and the majority of interested professional organisations. The Guild Council appointed an NHS sub-committee in 1946 to deal with matters arising from the Government plans but it was not until October 1949 that the Council adopted a policy statement on the pharmaceutical services in health centres.

There is no doubt that in the years immediately following the inception of the NHS the Guild Council did not have the support of a large vocal minority of the membership for its policy and performance on salary negotiations. The Pharmaceutical Whitley Council was the first of the new health service Whitley

Councils to be set up and I well remember the eager anticipation of a just salary structure for hospital pharmacists which its first meeting engendered — only to be dashed at the next and subsequent meetings.

Government financial policies interpreted by the Treasury representatives on the management side were as powerful then as they are today in influencing salary negotiations but, because they were exerted behind the closed doors of the negotiating chamber, some members accused the Council and its negotiators of ineptitude and incompetence. The most critical observer who heard the case put to the Industrial Court by David Currie, with his masterly handling of the counter-claim of the management side and the questions of the Court president, could never have accused him of incompetence. Yet, as a *Public Pharmacist* editorial commented in September, 1949, "Although finding in favour of the pharmacists' case, the

Continued on p443

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Continued from p440

Industrial Court has not attempted to put hospital pharmacists' salaries on a just professional basis, but has been very much influenced by the general economic position of the country." This attitude of officialdom was to continue for many years to come.

The Guild has always depended on the strength of its branches and it was the Birmingham branch which first advocated setting up Pharmaceutical Advisory Committees to Regional Hospital Boards. After strenuous efforts on the part of local Guild members the Birmingham RHB, within one year of the start of the NHS, was the first to appoint and give formal recognition to such a Committee. It was charged with the task of making recommendations on the development of the hospital pharmaceutical service following a survey of all the hospitals in the region. Other regions followed this example and any successes which the Committees had were largely dependent on the drive and enthusiasm of local Guild members.

Birmingham again led the field in the development of regional drug contracts by extending a scheme which local Guild members had initiated in 1945 for the major hospitals in the city. This was quickly recognised by the Ministry of Health as a valuable contribution to economical purchasing and soon became official policy to be followed by all regions. These schemes strengthened the hands of pharmacists in the early struggles with supplies officers and helped the Guild Council to convince the Ministry of Health that the acquisition of pharmaceutical supplies needed to be under the control of pharmacists.

Conservative outlook

It has to be said in retrospect that the Guild's approach to the health service was somewhat conservative in outlook. Although the Council was always quick to take remedial action if it had evidence of the erosion of the professional position of the hospital pharmacist — and it spent much time in fighting individual cases of this kind — there is little evidence that the Council was able to devote sufficient time to the formulation of forward-looking plans for a comprehensive hospital pharmaceutical service. Yet the stalwarts of those days such as Currie, Henriksen, Moore and Shaw laid sure foundations on which future members of Council were able to build.

The sixties: air of despondency on salaries and recruitment

by Joan Greenleaf, FPS, regional pharmaceutical officer, North East Thames RHA

The 1960s were a time of increasing concern about salaries and recruitment but also saw the Guild active in the development of many aspects of hospital pharmaceutical practice.

Mr Jack Fish was guild president at the start of the decade. Many well-known hospital pharmacists were active in Guild affairs and in 1961, as now, the Guild Council numbered amongst its members the president of the Pharmaceutical Society. Then it was Mr Herbert Grainger, later to become head of the European Pharmacopoeia secretariat in Strasbourg.

In 1961 the Guild established a research committee and over the next decade obtained sponsorship for awards to encourage hospital pharmacists to undertake investigations into pharmacy practice. In 1962 Mr Eric Tallett was awarded the first Geigy Travelling Fellowship. In 1966 Mr Graham Calder received the first Merck Sharp and Dohme award and in 1973 Dr Shirley Ellis the first Nicholas award. The weekend school had become a highly successful regular event. The day conference was instituted for presentation of papers by young pharmacists and the Guild collaborated with the British Pharmaceutical Students Association in establishing a clearing house scheme for hospital pre-registration training of pharmacy graduates. Links with European and American pharmacists also had been established.

Arbitration on pay

All this time despondency about salaries and recruitment worsened. In 1962 the staff side went to arbitration to settle a pay dispute, but the industrial court award was insufficient to make the hospital service attractive to pharmacists or bring the salaries anywhere near the levels paid to other disciplines such as physicists or biochemists. Already there was talk of affiliation with a trade union, but Guild members were reluctant to lose their independence. Following further unsuccessful negotiations, it finally was agreed by Ministers that an independent working party should be set up to study hospital pharmacy.

It is hard to explain to those who were not in the hospital pharmacy service in the 1960s or early 70s just how bad things were at the time. Staffing was below 50 per cent of establishment in many places and staff turnover was very rapid. This

was despite unflagging efforts on the part of the Guild negotiators.

The sixties went out on an even worse note of despondency than that on which they came in. The president of the Pharmaceutical Society said at the 1969 British Pharmaceutical Conference that "it can only be regarded as deplorable that over the years a situation has been allowed to develop which has left many hospitals bereft of the pharmacists' specialist advice on drugs."

The only ray of hope was the independent working party under the chairmanship of Sir Noel Hall. The Guild Council and many individual Guild members gave evidence to the working party which visited many hospitals across the country. In February 1970 following considerable pressure from the Guild, Mr Richard Crossman, Secretary of State, at last announced in the House of Commons that the Noel Hall report was ready for publication. The report was accepted and for the next year or two the Guild was concerned mainly with how it should be implemented and in negotiating salaries for the new structure. This was complicated by the publication of a Green Paper recommending reorganisation of the whole NHS. Hospital pharmacists' hopes were soon to be dashed however as the salaries awarded were still too poor to attract good calibre young pharmacists.

Meanwhile, the Guild was having increasing difficulty in coping alone with its workload and administrative expenses. Again affiliation with another organisation was considered. After informal talks with several organisations a special general meeting was held in Birmingham in 1972 to seek the members' support for opening negotiations with ASTMS on the terms of a possible merger. Following negotiations a postal ballot was taken and members voted overwhelmingly to join ASTMS. The merger took place in April 1974 and with the "big guns" of the union behind the Guild a reasonable salary award, giving parity with other scientific disciplines, was achieved at last, and hospital pharmacy was ready to move forward into a new era.

GUILD JUBILEE

The seventies: reorganisation and the constant battle over pay

by Colin Hetherington, BPharm, FPS, pharmaceutical officer, Bradford Health Authority

Hospital pharmacists generally entered the 1970s in a state of expectancy. April that year saw the publication of the much awaited report of the working party on the hospital pharmaceutical service. The Noel Hall report was mainly well received although anxieties were forcefully expressed about the loss of status that the compression of pharmacist grades from 7 to 3 would produce. This was particularly felt and voiced by the deputy chief pharmacists.

Hard on the heels of the Noel Hall report came the second Green Paper on reorganisation of the NHS with the proposal to make health authority boundaries coterminous with those of the local authorities.

The next three years saw these two topics taking up an enormous amount of the time of Guild officers, Council meetings and members generally. Acceptance of the principles of Noel Hall in November 1970 led to some hard bargaining in the Whitley Council to secure amicable assimilation terms for all pharmacists and appropriate salary scales for the new pattern of organisation. No satisfactory settlements were reached and the offers were accepted with the promise of a "review in two years."

Restraint in public sector

The 1970s saw governments battling to bring about pay restraint in the public sector. Had hospital pharmacists not achieved the link with other graduate scientists in the NHS in the 1974 round of negotiation, their economic welfare over the decade could well have been much different.

The Guild was also interested in what was happening in Europe and was present at all the discussions leading to the formation of the European Association of Hospital Pharmacists in 1971. Unfortunately the Guild could only enter as associate members, the UK not being full members of the EEC, but this was put

right after entry into the community in 1973. The UK delegation to the EAHP was always active and in 1976 arranged the General Assembly meeting in York. In 1980 it took on the responsibility for the bureau and Colin Hetherington became president, Colin Hitchings secretary; their terms of office end in 1984.

Merger with ASTMS

The merger with ASTMS in 1974 brought fresh problems to the Guild, not least that they no longer had control of their own affairs. Issues of concern included the continued publication of the *Journal of Hospital Pharmacy* which had been in financial difficulties for many years. The December 1975 issue was the last publication. No medium existed to publish the Guild award reports or papers from conferences and an approach was made to ASTMS to approve the proposal that a publication supported by the industry, but carrying no advertising, should be introduced. With the generous assistance of pharmaceutical companies the *Proceedings of the Guild* has been published since 1977. The summer issue of 1983 is number 16 in the series.

A Guild working party was set up in 1974 to review the Noel Hall structure taking into account the effects of NHS reorganisation. 164 members sent in papers and a document on how the Guild should proceed in the future was prepared during 1975. This formed the basis of discussions within the Whitley Council over a considerable period and in 1977 a working party of the full council was set up to review the salaries of those grades of hospital pharmacists not linked to the graduate scientists.

Although a great deal of work was carried out by both sides of the Whitley Council, no satisfactory negotiated settlement was ever achieved and by then a further restructuring of the NHS was being discussed. The 1982 reorganisation has now been almost completed, but the

Guild is still battling to resolve the salaries of the most senior grades as well as the vexed issue of on-call and stand-by payments which was first introduced to the Whitley Council in 1971.

There is no doubt that hospital pharmacy has improved immensely over the years. This can be seen in the greater number of pharmacists, improved salaries and specialist posts but it is also true that a Guild energetically pursuing the needs of the profession is as much needed today as it was in 1923. ■



John Timperley, MPS (left) of Selles Chemists, Cottingham Road, Hull, receives two tickets for a week's holiday in Hong Kong, including underground tickets for the Mass Transit railway system, from Chesebrough-Pond's national accounts manager Ken Harris-Hughes (right).

Mr Timperley won a competition on Vaseline intensive care lotion.

Pictured also is Reg Hinde, brand manager of Vaseline.

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DURING SEPTEMBER



LETTERS

Continued from p437

Resigned to the Tories?

Yes . . . we are resigned to our fate. Our lack of concerted action is, of course, not due to apathy but due to our failure to understand the course of events.

I remember being treated with disbelief at a meeting of pharmacists at a postgraduate course in Brighton when I explained that their limited intention of voting for the first Thatcher Government was not, as they assumed, in their own self-interest. However, now is the time to review the facts.

Firstly, since the Tory Government came into power the flow of funds out of the country has soared. It now stands at £1.21 billion per quarter (£10 billion have been transferred abroad since restrictions were lifted).

Industry has been destroyed. And we all know of the cuts in the Health Service. Why assume that we are different and not damaged also?

The myth that retail pharmacists are a

group of individual small contractors is just not true. Those of us who are, are disposable and defenceless.

Pharmacists must realise that a return to a progressive welfare state will protect their sectional interests. They ought to join in any action, led by their hospital colleagues, opposing cuts in the Health Service, and work towards the defeat of the Tory Government and its replacement by a Labour government at the next election.

Keith Hampson,
Godstone, Surrey.

Quote/misquote

To be quoted is an honour; to be misquoted or misinterpreted is a slight. Thus I take exception to Mr Savage's letter (*C&D* September 3, p391) in which he placed quotation marks around the expression "Health care before profit." By the use of quotation marks, Mr Savage implied that this was a direct quote from my recent correspondence in the *Pharmaceutical Journal*. Further, Mr Savage implies that I maintain: "We are not entitled on moral grounds to select products which are both effective and profitable." The quotation, and even more important, the sentiment expressed above may not be attributed to me.

As an active community pharmacist

who exists by the profit derived from the sale and supply of medicines, I do not live in "cloud cuckoo land." I, like Mr Savage, have to pay my landlord, my electricity bill, my suppliers and also feed my family.

May I take this opportunity to make just one observation on the perennial problem of professionalism versus profit. The pharmacist's *prime* responsibility is to the patient. The medicine he sells must be appropriate, effective and safe. If there is a choice of more than one medicine which fulfils these conditions (and usually there is), then I can see no moral or commercial objection in selecting *any* one of them.

It could well be that the selected medicine produces the most profit since one bought it on preferential terms. It could equally be that the selected medicine gives a lesser profit since the patient has expressed some knowledge of it. Similarly, the selected medicine could give the least profit if the patient were short of money.

The selection of the "correct" medicine must, in the first place, depend *solely* on it being "correct" in terms of the medical and pharmaceutical parameters stated above. Once these conditions have been fulfilled, then the selection may depend on market forces.

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Macarthy's: Discount war hitting 'sensible profits'

Considerable rises in returns from Macarthy's pharmaceutical manufacturing and veterinary businesses have offset shortfalls from their pharmaceutical distribution business and retail chemists Savory & Moore, says the company in its annual report.

"We are obviously concerned that profits coming from pharmaceutical distribution, in particular, have again fallen: this trend simply underlines the fact that the discount structure in that market does not permit sensible profit retentions." The annual results (*C&D* July 30 p199) saw pharmaceutical distribution profits falling £240,000 during the year, in spite of sales increasing by 27 per cent to £214m.

The "discount war" has more or less stabilised, the report says, "but the discounts being given represent too high a proportion of the wholesaler's gross margin to allow for adequate profit retention. Additionally, suppliers continue to reduce the length of credit allowed on our purchases, and there is now a significant gap between our payment dates for supplies and the point at which we can ask for payment from our customers: as a result our borrowing requirement rises and additional bank interest payable tends to depress profits further."

Four depots closed

The closure of four depots in Edinburgh, Oxford, Truro and Dartford during the year does not appear to have made any difference to overall sales, says the report. "Nevertheless action taken in the last six months has indicated that profitability in wholesale distribution can be significantly improved, and we believe the rising profit trend in this activity should continue."

The retail pharmacy business has continued to be relatively depressed, the report notes. "Although the ingredient value of prescriptions has continued to rise, this is of little benefit to the community pharmacist who derives only a small part of his income from the ingredient on-cost percentage after the DHSS clawback is taken into

consideration. The higher value of each prescription does, however, involve the pharmacist in increasingly expensive stockholding." The report describes the professional fee of £0.40 as "absurdly low."

Savory & Moore plan to open two new shops in the coming year, and carry out extensions to a number of others. The company says it intends to make every effort to expand its retail side and not become over-dependent on NHS dispensing for income.

Macarthy's Laboratories increased sales by 12 per cent and profits by 30 per cent during the year, and in spite of the enforced price reductions, expect to achieve improved returns in the 12 months ahead. There has been a steady decline in the demand for standard medicines at the expense of ethicals, and this is expected to continue. Haemodialysis concentrates have shown a small but steady sales increase.

A modest start in a major objective — developing and marketing medical products — has been made with sales of £300,000 during the year.

The ending of the NHS hospital dispute enabled the surgical company to improve sales and profits in the second half of the year. The veterinary business, Dales Pharmaceuticals, are well established in a new factory in Skipton, Yorkshire and have had a successful year.

£1m fire at Parke Davis, Cambridge

Parke Davies this week lost a £1m laboratory complex to fire. Most of the research carried out at the company's Addenbrooke Hospital, Cambridge, site was into analgesic drugs, done in conjunction with the adjacent university's department of pharmacology. Parke Davies spokesmen say work here has been put back a long way.

The 30 firemen and five appliances involved took almost an hour to bring the fire under control.

Glaxo, M&B in £1.4m Govt biotech scheme

Glaxo, May & Baker, Unilever and Shell have joined a Government-backed biotechnology research programme which it is hoped will eventually raise £1.4m for work in the area.

The Institute of Biotechnological Studies — which is to run the scheme — is seeking a further three companies to join. Institute director Professor Geoffrey Holt says he is "quite confident" this can be done.

Companies entering the scheme will provide half the total finance, with the Department of Trade and Industry matching their contributions pound-for-pound. Deadline for new companies wishing to join is March 1, 1984.

The programme is to run for five years, and will concentrate on investigating generic problems in the extended use of biocatalysts. Its results should therefore affect all areas of biotechnology from pharmaceuticals through to food production, Professor Holt points out.

The Institute of Biotechnological Studies is funded by University College, London, Kent University and the Polytechnic of Central London. Its current staff includes 24 academics, 50 postgraduates and 18 technicians.

Hoechst acesulfame set for late '84

Hoechst say that their production plant at Frankfurt for acesulfame K — one of the six new sweeteners approved for UK use by Regulations coming into effect this week — will come "on stream" towards the end of 1984. The company will market the sweetener as Sunnett.

Hoechst say they will at first be concentrating sales on table-top sweetener manufacturers who will produce the end-product under their own trade names. Initial "limited" supplies will come from stocks already produced during research and development, they say.

The main long-term applications are expected to be in the food and drink market, especially soft drinks. This is because of its stability in solution form and at high temperatures: acesulfame can also be used in cooking.

Pharmaceutical and veterinary applications will be announced in due course, says the company.

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West Midlands: Another wholesaler goes under

Birmingham wholesalers West Midlands Toiletries have gone into voluntary liquidation. The company has total trade debts of £88,355 with assets totalling only £12,600. Trade creditors include Jackel, Peaudouce, Farley Health and Wyeth Laboratories.

West Midlands Toiletries were formed

as a company exactly one year ago, and began trading in January this year. The directors attribute the company's downfall since to: Initial over-stocking; general decline in trade in Birmingham; under capitalisation; panic buying of stock leading to sale at cost; and prohibitively high overheads. It was first realised that West Midlands Toiletries was in trouble in June.

Creditors' claim particulars should reach liquidator S.W. Pepler, c/o Chancery Lane registrars Ltd, 12 Devonshire Row, London EC2M 4HD by September 29.

APPOINTMENTS

New appointments at Macarthy's

The Board of Macarthy's Ltd has created a new appointment of management services director to reflect the growing importance of computer technology in pharmacy. Mr Barrie Thompson, MPS, (left) who is at present managing director of Farillon Ltd, will take up the post on October 1.



Mr John Morl, MPS (centre) will become managing director of Farillon and will be replaced as marketing director of Macarthy's Ltd by Mr Jim Canning, MPS (right). Mr Morl will have been with the Macarthy's Group for 24 years on October 1, the day he takes up his new appointment. He has been a director of Macarthy's Ltd for 15 years and marketing director since 1976. He qualified at Chelsea School of Pharmacy after service with the RAF.

Mr Barrie Thompson will be responsible for Macarthy's' total data processing, embracing the company's central computer installation and

Macarthy's' developments in the field of PDT's, microprocessors, labellers and a wide range of other equipment for use in pharmacies. He will also assume responsibility for training and management development.

He qualified as a pharmacist at Bradford and joined Macarthy's in 1969 as assistant manager in Manchester. In 1970 he was appointed manager of Glasgow branch but came south in 1975 to take over training before becoming personnel and training manager in 1978. A director of Farillon since 1969, Mr Thompson was made managing director last year.

Mr Jim Canning, who will take over Mr Morl's responsibilities except for training, worked for Macarthy's Ltd as a regional director before leaving ten years ago to take up a position with Barclays and Westons. His appointment will mean that Macarthy's will retain a strong marketing presence.

COMING EVENTS

'NPA' labellers on national tour

The National Pharmaceutical Association is holding a series of exhibitions throughout England and Wales to enable members to see the four computer labelling machines recommended by their computer sub-committee. Some of the meetings are to be organised jointly with the local branch of the Pharmaceutical Society.

The systems on display are the Oralabel, Park, Richardson and Williams and cover different price brackets (*C&D*, April 30, special feature). The exhibitions

will be open at the venues listed below on weekdays, from 3pm to 10pm (except Liverpool, 7.30pm to 10pm and Manchester, 2pm to 4pm) and on Sundays from 10.30pm to 4pm.

Advance information

Europa Suite, Manchester United Football Club Ground, Manchester, on Tuesday, September 20
Gateacre Hall Hotel, Liverpool, on Tuesday, September 27
Hartshill Medical Institute, Stoke-on-Trent, on Thursday, September 29
Parkway Hotel, Leeds, on Sunday, October 2
Swan Hotel, Lavenham, Nr Ipswich, on Wednesday, October 5
Novotel, Nottingham, on Sunday, October 9
Roker Hotel, Sunderland, on Wednesday, October 19
Dragon Hotel, Swansea, on Wednesday, October 26
Post House Hotel, Birmingham, on Thursday, October 27
Holiday Inn, Plymouth, on Sunday, November 6
Post House Hotel, Alveston, Nr Bristol, on Sunday, November 20

Tuesday, September 13

Dorset Branch Pharmaceutical Society, Postgraduate medical centre, Poole General Hospital Chairman's evening entitled "Holidays"

CHEMEX PREVIEW

(Starts p424)

Delta add Comfitt sandal range

Delta Mouldings are launching three lines of sandals in their Comfitt natureform footwear range. Terms vary according to order size but small parcels can be delivered, they say.

Wooden sandals are available with both low and high heels (£9.99 and £14.99) and have one and two straps respectively. They come in either blue or beige. The exercise sandals are high heel mules (£10.99) in either beige, navy or brown. And there are two cushion footbed styles in beige, navy or brown — the mule (£12.99) and ankle strap (£14.99) designs. The sandals have straps and uppers of leather that are said to be scuff resistant: the straps are fully adjustable. *Delta Mouldings (Leicester) Ltd, 331 Humberstone Lane, Leicester LE4 7JR.*

E&L cotton slippers

E&L are distributing a range of embroidered slippers made of 100 per cent cotton. Prices range from £1.49 to £3.49.

The company offer a self-selection display rack and POS material will be showing both their Autumn and Winter range and a preview of next year's Spring and Summer styles. *E&L Ltd, 68 The Hawthorns, Cyncoed, Cardiff CF2 7AQ.*

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The Trade Mark No. 914465 consisting of the words "Punch & Judy & device and registered in respect of "Toothpastes" was assigned on the 9th July, 1982, by Reckitt & Colman (Overseas) Limited and Reckitt & Colman Products Limited of 1-17 Burlington Lane, London W4 to Ashe Laboratories Limited of Ashetree Works, Kingston Road, Leatherhead, Surrey, WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH IT WAS THEN IN USE.

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1003590 PUNCH & JUDY

Disinfectants included in Class 5; antiseptics; deodorants; medicated preparations for the skin and scalp; medicated preparations for the bath; medicated preparations for the treatment of sunburn; medicated talcum powder; sanitary towels and sanitary tampons; air freshening preparations; preparations for repelling insects; and preparations for destroying insects; all for sale in the United Kingdom and for export to the Irish Republic and the Channel Islands.

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54087	CLIMAX	Common soap.
551770	BRYTA	Common soap, detergent (not being polishing or abrading preparations), starch, blue and other preparations for laundry purposes.
671055	CLIMAX	Detergents: cleaning, polishing scouring and abrasive preparations; soaps.
786994	CLIMAX	Detergents (for use in industrial or manufacturing processes).
873460	DETOMAT	Detergents for use in industrial or manufacturing processes.
873461	DETOMAT	Detergents (not for use in industrial or manufacturing processes).
886875	BRYTA	Detergents for use in industrial or manufacturing processes.
914911	SLATLOOB	Lubricants.
928572	LQ	Liquid detergents for use in industrial processes for degreasing and for removing scale and the like.
928573	LQ	Liquid detergents cleaning, for industrial use, but not for use in industrial processes.

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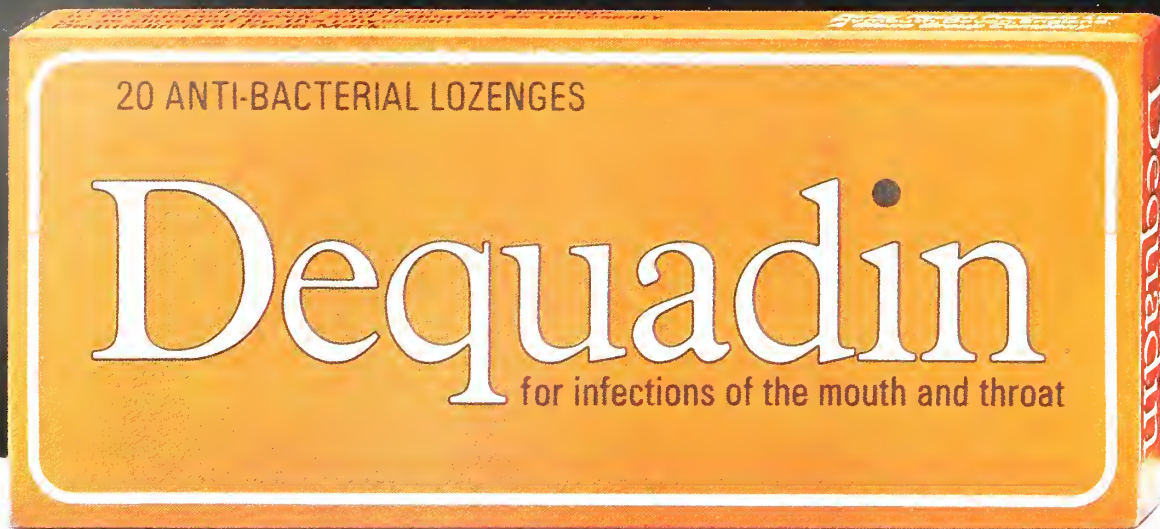
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